

Tammy Broaddus

Idea Adoption Practitioner
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Tammy specializes in strategy and story, leveraging years of experience as a corporate executive and organizational change management (OCM) consultant. Whether it's designing internal or external campaigns, organizational change initiatives, or developing and implementing strategy, her work with clients begins with strategic story. What do you want people to believe so behavior change follows?

Prior to Overflow, she operated her own consulting practice and has twenty years of cross-functional experience as an executive at Hallmark Cards. She has experience as an adjunct professor in Entrepreneurship and supports her beliefs in education, entrepreneurship and healthy communities through service to non-profit organizations. Tammy holds a master's degree in Education from the University of Kansas and bachelor's in Business Administration: Marketing from Truman State University.

SPEAKING TOPICS

Idea Adoption

Diffusion of Innovation

Behavior Change

Learning and Transformation

Trust and Engagement

Change Management

» **From Idea to Belief: How Story Drives Adoption**

Learn how applying story structure elements can change the conversation and accelerate engagement idea adoption.

» **Story as a Guide to Strategy**

As a leader, just because you're not sharing stories doesn't mean they're not being told. Guide them – leverage storytelling to promote adoption and implementation.

» **Beyond Data: The Role of Story in Healthcare Leadership**

Healthcare is rich in data, yet it still stalls. Data tells us what is happening, story helps people understand what it means.

» **Custom Sessions Available**

What problems do you have getting ideas adopted?