



Before you can
get down to business,
you need to be
up for the challenge.

Are you ready to rise up,
take the reigns and lead
your organization to
new heights?

Keynote Speaker | Leadership Consultant | Idea Generator

Rita M. Barreto, SHRM-SCP

Helping organizations and leaders deliver excellence!



Rita M. Barreto works with leaders who want to build winning cultures, deliver results and maximize performance.

Why Hire Rita?

RITA BARRETO is an award-winning speaker and transformational leader with a big heart and a long resume. She combines deep experience and delightful charm, but they're not what set her apart. It's that she doesn't just promise high-impact results.

SHE DELIVERS.

RITA IS A BUILDER. She builds on clients' motivation, talent and drive to develop highly-effective employees, executives and teams. She creates customized strategies on topics such as ethics, personal success and organizational effectiveness that inspire confidence and spark valuable change. She views today's rapidly-changing workplace not as an array of problems to be solved – a generational shift, a need for diversity, employee engagement – but as a challenge demanding new solutions, and she loves challenges.

RITA IS EFFECTIVE. She doesn't just talk the talk. She has hands-on experience. For 23 years, she held leadership positions in a Fortune 500 company. Today she taps into four decades of working with individuals, corporate and global companies, public-sector organizations and associations. It's a breadth of knowledge that helps to ensure success.

RITA GIVES BACK. As a strong believer in service to one's community, she has served on the boards of several local organizations and received the inaugural Lifetime Achievement Award of the Human Resources Association of Palm Beach County, Florida's governor appointed her to the Florida Commission on Human Relations and the and the Century Commission for a Sustainable Florida. Her most recent appointed to serve as one of twenty-one women on the Florida Commission on the Status of Women was made by Florida's CFO. She was president of the Florida Speakers' Association and earned a **CERTIFIED SPEAKING PROFESSIONAL (CSP)** designation from the National Speakers' Association. About 12 percent of the 5,000+ speakers worldwide, currently hold this professional designation. Her impressive client list includes Fortune 50-500 companies such as Microsoft. The South Florida Business Journal called her one of the top HR professionals in Florida.

RITA IS A HIGH-ENERGY SPEAKER WITH AN UPBEAT ATTITUDE THAT AUDIENCES LOVE. Listeners are captivated and amused by her tales of growing up with 10 siblings, but there are lessons among the laughter. Her large household, which ranged from grandmother to baby brother, mirrored today's multiple-generation workplace, and those deeply-personal experiences are what convinced her to pursue a career in people management. Her optimism delights and inspires, encouraging life changes that boost happiness and achievement. Heads nod at her conviction that traditions can be crucial in business as well as families in cementing those changes.

The President of **TOP TIER LEADERSHIP** wears many hats – life coach, author, consultant, human resources authority, winner of professional awards and appointments to important state and local bodies, and more. She's spoken to audiences of every size throughout the world with the kind of crystal clarity that good communication demands. Rita Craig's authentic enthusiasm and devotion to improving lives endear her to all who meet her. But her greatest skill is blending all her multifaceted qualities to deliver what clients value most: **OUTCOMES WITH IMPACT.**

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   toptierleadership

LEADERSHIP EXCELLENCE

The best leaders are at the top of their game as professionals, learners, and leaders that foster loyalty and a spirit of collaboration; in short, they are people that employees love to work for. But how does one get there? Our leadership workshops and coaching services are ideal for both new and experienced managers, alike. We provide high impact sessions in areas such as how to effectively manage multiple generations, transition from peer to boss and build building winning teams.

KEYNOTE: SHOP UP. STAND UP. STEP IT UP! Do you want to SPEED-WALK THE ROAD TO SUCCESS? Let Rita Craig pave the path for you with her simple three-step program: **Show up. Stand up. Step it up!** Showing up is being there. Standing up is speaking up on issues you care about. Stepping up is grabbing every opportunity to shine. As you put these into motion, you'll grow your confidence and boost your job performance. Before you know it, you'll have arrived at your destination: The kind of workplace success you've always wanted.

It's a rare opportunity, so remember Rita's advice -- "How you show up determines what shows up for you." Show up for this important learning experience and see how great it feels to be appreciated.

KEYNOTE: WOMEN LEADERS – WHO SAYS IT'S IMPOSSIBLE?

The word itself says "I'm possible." Believe it.

Would you like to get noticed? Advance in your career? Stand out? Power up the possibilities with Rita's five secrets program based on years of working with successful women. As she shares her success stories, you'll feel your own confidence grow and the way to higher job performance becomes clearer. With Rita as your conductor, you'll soon be playing beautiful music at work, getting newly noticed and loving every minute. Learn how you can:

- Gain a valuable new sense of direction
- Achieve higher job performance
- Know deeper satisfaction at work
- Be noticed by leaders in your field
- Reach new heights of stature and success

STRATEGIC PLANNING

Effective leadership is built on the foundation of your company's mission, vision, and values. With that in mind, can help you develop a shared vision, mission, values statement and detailed strategies that can transform your organization into a powerful competitor.

In today's business environment, changes are coming at you fast and it doesn't look like they'll be slowing anytime soon. What it takes to compete, staying abreast of current and forecasted trends, and navigating a potential minefield of human resources issues have made things dramatically different than they were a few years ago. There is simply no more room for complacency or second-rate skills. One simple slip could cost you everything.

HIGH PERFORMANCE CULTURE

Successful leadership cannot exist without effective employee relations. Tapping decades of human resources experience, we provide techniques for setting clear goals, using performance management tools, evaluating performance effectively and providing useful feedback to employees.

RESPECT IN THE WORKPLACE: Success is determined by more than just great products and service. Creating a work environment that maximizes the potential of every employee is equally—if not more—important. Our workshops and consulting services address the impact of diversity, what it takes to create an inclusive work environment, an understanding of select employment laws, promoting mutual respect, effective communication skills, and developing an action plan for change. Workplace investigation services are also offered.

RITA HELPS ORGANIZATIONS AND LEADERS DELIVER EXCELLENCE

Are you ready to reach the TOP? Everything is better at the top. The view, the success, the recognition, the rewards, and most of all... the feeling of joy and happiness that climbing to the Top Tier brings. Climb with us! Fill out the fields below and we will contact you shortly to discuss your needs.



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