

# Karen Eber

Author

International Keynote and TED Speaker

Global Leadership Consultant

Thought-Leader

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CEO & Chief Storyteller, Eber Leadership Group  
Former Head of Culture, GE Power  
Former Chief Learning Officer, GE Energy Management  
Former Head of Leadership Development, Deloitte

[Karen's TED Talk](#) [Karen's Speaker Reel](#)



Karen Eber is a storyteller, advisor, and corporate anthropologist. Her specialty is in building empathic leaders, teams, and cultures, often through storytelling. She's sat on both sides of the desk as a consultant and a Head of Culture, Chief Learning Officer, and Head of Leadership Development. Her experience helps her expand the thinking of her audiences and provide them with realistic, practical tools and strategies they can implement that day.

Karen is known for providing clarity to see the path forward, even in thunderstorms. She is a solution-oriented speaker that grounds her audience in the science of storytelling and human behavior and shows them how to effectively apply it. She builds each of her dynamic and informative talks by talking with key members of your organization to understand the audience, their day-to-day experiences, and challenges. The result is an engaging presentation with lasting impacts.



## Fit To Order

Karen doesn't deliver canned speeches. Her keynotes are tailored to your audience.



## Learn through Stories

Karen skillfully weaves in real-life stories to expand thinking and demonstrate concepts.



## The What and the Why

Karen's talks are grounded in research to provide the audience with both the what and the why.



## Interactive

Karen's content expands thinking, and uses activities and volunteers to demonstrate application of concepts.



## Practical Tools & Results

Attendees leave the talks with practical tools and prompts they can apply that day.



## A Friend Onstage

Audiences describe Karen as a friend on stage that they love listening to and learning from.



[Karen's TED Talk](#) | [Karen's Speaker Reel](#) | [www.kareneber.com](http://www.kareneber.com) | [info@kareneber.com](mailto:info@kareneber.com)

# About Karen Eber

Karen Eber is an author, international consultant, and keynote speaker. Her TED Talk: [How your brain responds to stories – and why they're crucial for leaders](#), continues to be a source of inspiration for millions. Her book, ["The Perfect Story: How to Tell Stories That Inform, Influence, and Inspire,"](#) was selected as a Next Big Ideas Club "Must Read" and was published with HarperCollins, in October 2023.

As the CEO and Chief Storyteller of [Eber Leadership Group](#), Karen helps companies build leaders, teams, and culture, one story at a time. She is sought after for her storytelling that expands thinking about leadership and culture, and makes memorable communicators.

Participants describe Karen as feeling like a friend onstage. Her entertaining and informative storytelling style provides actionable insights and tools that can be applied that day and remembered long after the session. Audiences praise her pragmatic and accessible approach to storytelling and leadership.

Karen works with Fortune 500 companies including General Electric, ADP, Carrier, Guardian Life, Kraft Heinz, Microsoft, Home Depot, Facebook, Kate Spade, Deloitte, PwC, Stuart Weitzman, the US Olympic and Paralympic Association, and US Department of Energy. She guest lectures for Universities like MIT, Stanford, London Business School, Emory, and Purdue University.

Karen's 20 years of experience on both sides of the desk help her connect with audiences. Before founding Eber Leadership Group, she was a Head of Culture, Chief Learning Officer, and Head of Leadership Development at General Electric and Deloitte.

Karen uses storytelling to help audiences and organizations challenge their understanding of how to shape culture, and build healthy leaders and teams. She couples stories with clarity on the path forward and practical steps to take to drive change.

Karen is a frequent contributor to *Fast Company*, *Business Insider*, *Thrive Global*, *TED*, *MSN*, *Quartz*, *Forbes* and *Entrepreneur*. She is a four-time American Training and Development winner.

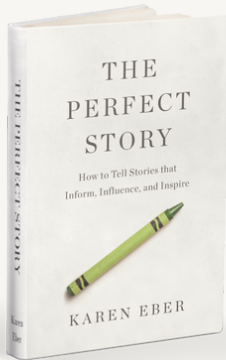
Karen holds a Master's Degree in Instructional Design and a Bachelor's Degree in Psychology and resides in Atlanta, GA.



# Karen Eber Signature Talks

Building Leaders, Teams, and Culture One Story at a Time

## The Perfect Story: How to Tell Stories that Inform, Influence, and Inspire



*This talk is based on Karen's book "[The Perfect Story](#)", publishing with HarperCollins October 2023.*

*"We all love hearing a great story, but surprisingly few of us know how to tell one. Karen Eber is one of those few, and in this book, she shares her secrets. Come for the engrossing content, and stay for the lessons that might just change how you talk, write, and lead."*

**-Adam Grant**

*#1 New York Times bestselling author of THINK AGAIN and HIDDEN POTENTIAL, and host of the TED podcast Re:Thinking*

*"Karen Eber has combined theory and practice to provide us the ultimate toolbox for narrative excellence."*

**Daniel H. Pink**

*NYTimes Best Selling Author*

Today's world values connections and clear and compelling information. Your ability to connect with the hearts and minds of your audience determines your success.

Whether in person or virtual, storytelling can help sell a product or service, land an idea in a meeting, or communicate with a loved one. It's memorable, informative, and builds trust. Especially when communicating data. Data doesn't change our behaviors, emotions do, and emotions are best engaged through storytelling.

But it's not enough to tell a story. The way you tell one makes a difference in the experience for the listener. It all comes down to how the story engages the brains of your audience.

This talk demonstrates how to scientifically hack the art of storytelling by leveraging the *Five Factory Settings of the Brain*. Karen makes storytelling accessible by sharing where to find story ideas, and how to apply a simple, memorable model for telling stories that inform, influence, and inspire for any setting.

This talk covers:

- Describing and applying the science of storytelling.
- Finding endless ideas for stories to tell.
- Defining your audience and the desired outcomes for the story.
- Applying a structure to the story.
- Including details and emotions that engage the brain.

*This talk can be tailored to demonstrate how you tell stories and reinforce a desired culture in any context.*

*Examples include sales & marketing organizations, pharmaceutical companies, data analytics teams, people leaders, business units (e.g., HR or engineering), and reinforcing desired culture (e.g., well-being, sustainability).*

## What Story Does Your Culture Tell?

Culture is a top priority, yet many companies are unclear how to create a flexible culture that can adjust to a changing business environment. Especially with hybrid work. Culture doesn't exist within walls, it is demonstrated and reinforced through interactions.

Every culture tells a story. Not just at the organizational level, but through teams and how values are demonstrated day-to-day. The story of your culture is told as your employees talk to fellow team members, friends, family, and possibly recruits. Knowing the story your culture tells gives you the true experience of work, and it helps you intentionally shape what is desired.

As a former Global Head of Culture at GE and Head of Leadership Development at Deloitte, Karen helps Fortune 500 organizations implement practical behaviors at all levels to shape culture, especially on teams. This researched, story-based talk covers the neuroscience behind culture, common challenges faced, how to discover the story of your culture, and how to equip leaders and teams to shape the desired culture for your organization.



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# “ Client Testimonials ”

"Karen's storytelling keynote was a big hit and has been generating a ton of buzz with the team. Tons of hallway discussions happening after the meeting. She got their brains out of lazy mode!"

**Home Depot**

"Karen provided a storytelling keynote for our HR organization. She was authentic, meaningful, and insightful. She has a way of bringing words to life. We loved experiencing her impactful and in-depth talk and are inspired to become good storytellers!"

**ADP**

"I think out of all the speakers, this session's speaker was my favorite. Karen Eber is so well spoken - I wrote down a lot of her phrases to save for the future."

**Stanford University**

It was very helpful to hear Karen lay out the storytelling science and framework. We already have ideas for how to apply it!

**Microsoft**

Wonderful informative presentation. This had new concepts that clicked more than prior storytelling sessions at other conferences. Karen kept the group's attention and really demonstrated utilizing these skills.

**PwC**

We were an eclectic group of professionals coming together for the first time. Karen did a phenomenal job of facilitating an interactive keynote for us. While the group was large, she created an intimate feeling.

**Kraft Heinz**

We've done similar story telling exercises with others. The fact that Karen really understood our messaging and personalized her presentation to our business was so much better than previous experiences. It was hugely impactful.

**Ardelyx**

Thank you for providing such an engaging and informative keynote. We really think it will help us advance our leadership development goals and enable a more open and trusting workplace culture.

**U.S Department of Energy**

Karen's presentation was a great success and, candidly, a highlight of our conference. Lots of people have asked for her contact info and are ordering her book

**International Mediators Academy**

Our conference started with an inspiring keynote from Karen. She emphasized the importance of storytelling abilities in order to establish trust and shape culture. Everyone enjoyed the talk and we got so much positive feedback. It was a pleasure working with Karen.

**HR Inside Summit**

Karen has given many keynotes and workshops for our global employees and customers. Karen is an exceptional thought leader and speaker. She couples deep smarts in human potential with storytelling that resonates across all levels. People come away commenting how much they enjoyed her stories and getting practical tools they can apply immediately.

**General Electric**

"Karen's talk was the 'talk of the town' for the conference; many session presenters referenced the talk in their own sessions and everyone was discussing how to incorporate the strategies

**Association for the Assessment of Learning in Higher Ed.**

## Select Clients

Microsoft

**TED**



facebook



kate spade  
NEW YORK



KraftHeinz



Guardian

**ABB**



greenhouse

avanade



EYESOUTH  
PARTNERS

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STUART  
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DuaneMorris



tapestry



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