

CHRISTINA WODTKE

AUTHOR • SPEAKER • TRAINER

Christina Wodtke has the tools you need to innovate, communicate, and execute as a team.

An established thought leader in Silicon Valley, Christina is a “curious human” with a serious resume. Her past work includes re-design and initial product offerings with LinkedIn, MySpace, Zynga, Yahoo! and others as well as founding three startups, an online design magazine called Boxes and Arrows, and cofounding the Information Architecture Institute.

Christina speaks, teaches and thinks on the intersection of human innovation and high-performing teams. She has taught her customized, effective workshops to companies and audiences worldwide. Most of her talks can be done in a 20-45 minute version as part of a larger event, or as a half day or full day workshop on their own.

Christina’s speeches and workshops leverage story to connect with the audience and deliver key, memorable insights on the topic at hand. She is personable, insightful, knowledgeable, and engaging.



“Christina is a brilliant strategist and master of execution. If you want to win markets and ship features, she knows exactly what to do in 10 different ways, and all the tradeoffs that come with each option.”

-Jenny Tsai, Owner of Jenny Tsai Design

“It’s simple... If Christina is giving a workshop or a presentation on pretty much anything, go to it.”

-Richard Dalton VP, Head of Design for Commercial Banking, Capital One

Talks & Workshops

High Performing Teams

What do the best teams do to deliver huge results? They hire smart, fire fast, and give feedback every day. You can too in this intensive workshop.

Radical Focus

Learn how you and your team can get the right things done with Objectives and Key Results done right.

Working with Story

Leverage the power of story to create a shared vision for your team, connect with your customers, and deliver better products.

Working with Pictures

Learn simple Visual Thinking techniques to improve communication and foster innovation in every part of your company, from strategy to product, workflow to sales.

Design Thinking for Innovation

Teams can get stuck in business-as-usual thinking. Learn the techniques of the Silicon Valley to breathe innovation into your products and services.

The WinWin Way

Zero-sum thinking can make your business and profits stagnate. Learn how partnerships and negotiation through the WinWin Way can get you farther with less effort.

Let’s talk.

Twitter: /cwodtke LinkedIn: /christinawodtke
www.cwodtke.com/contact/

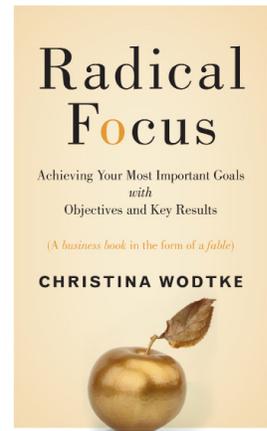
Book a keynote or private workshop today. Email me@cwodtke.com.



Wodtke Wrote the Book on OKRs

Radical Focus is a #1 Amazon Bestseller in Management Science

Wodtke’s latest book, *Radical Focus*, uses the power of story to bring fresh, focused insight to managing by objectives and key results (OKR) in a way that unites your team and delivers your goals. Leaders in companies large and small can’t say enough good things.



“Our VP at Nest bought one for everyone on the team.”

-Scott Ruffner, Product Manager at Nest.

“This is a book I wish every business owner, designer, strategist, marketer, student, and content creator I have ever worked with would read.”

-Abby Covert, Information Systems, Etsy

Keynotes & Talks



Samples: eleganthack.com/category/speaking/



“When you’re working in teams, when you’re trying to accomplish something great, it’s critical that people be complete people. The analytics, the goals, product market fit, sure, that matters. But you can’t ignore the squishy things that make us great: creativity, storytelling, even play. The highest performing teams embrace the full range of their humanity.”

“[Wodtke is] far and away the best speaker on the speaking circuit: not only is she extraordinarily brilliant, delivering the most pertinent and important insights; but she delivers them in an extremely engaging and humorous way that ensures everyone in the room is learning. Very few speakers can do this to the extent that she does.”

-Sandra Lloyd, Interaction Design Specialist, Amazon

“You will leave her talk filled with ideas you want to try out immediately.”

- Peter Merholz, Experience Design and Project Management Consultant, Founder of Adaptive Path.

“I took one of Christina’s Game Design workshops and holy moly did it make a difference. Like almost doubled engagement and 10x increase in conversion to paying difference... Christina’s workshop was that inspiration I needed. I’ve since worked with Christina in other capacities and feel incredibly fortunate to have had those opportunities – she’s not only sharp as a tack, but a joy to work with and learn from.”

-Donna Lichaw, Author of the User’s Journey, Speaker, Teacher, Instigator

Rates

Speeches:

Bay Area or Remote: \$10K
North America \$25k
International: \$40k

Workshops:

Half day
Bay Area: \$15k
Domestic: \$25k
International: \$35k

Full day
Bay Area: \$25k
Domestic: \$40k
International: \$50k

Two day
Local/Domestic: \$60k
International: \$80k

Prices do not reflect customization, which will be priced separately, expenses or business class travel. Prices reflect lost time in travel.

Let’s talk.
Email me@cwodtke.com