

April Martini

KEYNOTE SPEAKER

The Trust Specialist

TEDX SPEAKER · US ARMY VETERAN
18 YEARS CORPORATE LEADERSHIP IN TECH & MANUFACTURING

SIGNATURE KEYNOTE

YOUR PEOPLE AREN'T CHECKED OUT. YOU'VE CHECKED THEM OFF.

The leadership wake-up call that challenges how we see, value, and unlock the potential of our people.

Every team has people who have been quietly written off.

April went from foster care to the Pentagon because one leader looked again. In this keynote she draws on that moment, her Army service, and 18 years leading customer-facing teams to show leaders how to see the people they've checked off, and how to earn back the trust that brings them in.

Because people trust leaders who see them.

WHAT LEADERS WALK AWAY WITH

01 The Recon Method, a three-step practice they can use in their very next one-on-one.

02 A way to spot the labels quietly shaping how they see their people.

03 Language for the conversation that gets the truth from the person, not about the person.

04 A clear way to rebuild trust through consistent action.

THE RECON METHOD

THE FRAMEWORK

01 RECON
Get the truth from the person, not about the person.

02 REFRAME
Question the story you've been told.

03 RECOMMIT
Prove it with consistent action until trust is earned.

FORMATS

Keynote
Look Again™ Lab, half-day workshop
Executive session: Who Did We Write Off?

THIS TALK IS FOR

Corporate leadership teams and executive retreats
Manager development and HR and people ops
Conferences, summits, and all-hands meetings

See them. Then lead them.

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