JaimeTaets

MEET YOUR SPEAKER

The Speaker Who Goes First

Twenty-six years. Two careers. Many Mountains.
One belief: You have to move before you're ready.

150+	100%	25	200
KEYNOTES DELIVERED	WOULD RECOMMEND	INDUSTRIES SERVED	AVG. AUDIENCE SIZE

FIVE WAYS TO GO FIRST

01 Curiosity → 02 Change → 03 Vulnerability → 04 Trust → 05 Action

THE STORY

Jaime Taets spent thirteen years climbing the corporate ladder before she did something most people who reach the top don't: she left. She spent the next thirteen building Keystone Group International from nothing - and learned that the hardest leadership work doesn't start at the bottom. It starts once you've already made it and have to decide what's next.

That question became Go First: the belief that meaningful change begins when someone stops waiting for certainty and moves anyway. Jaime has coached hundreds of executives through that exact moment, written three books, and hosts the Go First podcast.

She doesn't teach leadership theory. She teaches what she's lived - including in 2023 when she summited Mount Kilimanjaro, on a two-week solo trip to Africa, because she'd spent enough years telling other people to go first.

OFF STAGE

When she's not on a stage, Jaime is probably in Carhartts. She and her family run a 60-acre hobby farm, she's raising four Gen Z kids, and she processes a hard year by booking a solo trips to climb mountains. She practices the thing she asks audiences to do.

WHY BOOKING PLANNERS CHOOSE HER

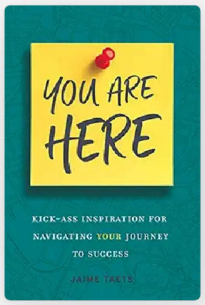
No warm-up lap - she opens with the real lived story, not a framework slide.

Carries both threads at once: the tactical and the personal, without losing either.

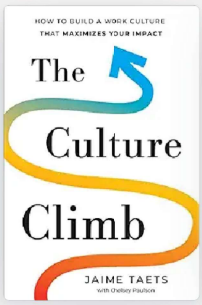
Lived it twice - thirteen years inside a large organization, thirteen as a founder and CEO.

100% recommend rating from C-suite audiences.

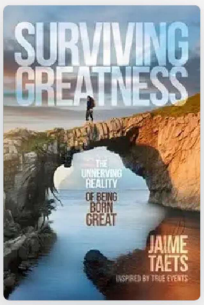
THREE BOOKS



2021



2023



2025

The hardest leadership work doesn't start at the bottom. It starts once you've already made it.

TRUSTED BY (AND MANY OTHERS)

Cargill · General Mills · Target · BMO · Mayo Clinic · Andersen · American Cancer Society

THE FORMATS

Available as a keynote or a 90-minute interactive workshop. Content adapts to half- and full-day formats for leadership teams.

This packet includes four keynote topics built on the Go First framework - I highly recommend you turn the page.

BOOKING

JaimeTaets.com
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SPEAKER REEL

JaimeTaets

GO FIRST KEYNOTE

Leading at the Speed of Change

Most organizations do not have a change problem. They have a waiting problem.

FIVE WAYS TO GO FIRST

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THE KEYNOTE

Leaders are waiting for better data, stronger alignment, less resistance or a clearer view of what comes next. Meanwhile, their teams are watching hesitation become the culture. In this candid, story-driven keynote, Jaime Taets challenges the belief that certainty must come before movement. Drawing from more than 20 years of leading transformation, building Keystone Group International and choosing to hand the company's next chapter to a new CEO, Jaime shows leaders how to move with sound judgment when the path is still taking shape.

THE FRESH PERSPECTIVE

This is not a call to move faster for the sake of speed. Jaime helps leaders recognize when preparation remains useful, when it has become avoidance, and how one well-chosen move can create the evidence a team needs to follow.

BEST FOR

Executive leadership meetings, transformation launches, strategy events, industry conferences and organizations navigating significant change.

AUDIENCE OUTCOMES

- Separate responsible preparation from the search for impossible certainty.
- Create movement without pretending to have every answer.
- Use curiosity, vulnerability and trust to make change safer for others.
- Choose the next useful move and learn from what it reveals.

TESTIMONIAL

"Jaime Taets was a fantastic partner - meeting us where we were, listening to our leadership needs, and delivering content that aligned with our values. Jaime's keynote sparked meaningful "ah-ha" moments. We highly recommend Jaime to any organization looking to elevate their leadership development journey."

Katie, Director of Talent Management, Caribou Coffee

"Clarity comes after you move, not before."

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ABOUT JAIME TAETS

Jaime Taets is an award-winning keynote speaker, author, podcast host, and founder and CEO of Keystone Group International. Her Go First philosophy helps people create movement when the path forward is unclear. Jaime brings more than 20 years of leadership experience, three books, a solo trip to Tanzania to climb Mount Kilimanjaro, and a 100% recommend rating from C-suite audiences.

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SPEAKER REEL

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GO FIRST KEYNOTE

The Human Advantage in the Age of AI

AI may be changing the rules. But someone still has to go first.

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THE KEYNOTE

Leaders do not need another prediction about how AI will change the world. They need the confidence and judgment to lead while nobody can fully predict it. Jaime Taets approaches AI as a leadership challenge: how do people move with a powerful new technology without surrendering discernment, trust or the human relationships that make adoption possible? This keynote replaces noise and paralysis with a practical way to explore what is changing, name what remains uncertain and begin learning before a perfect plan exists.

THE FRESH PERSPECTIVE

Jaime is not positioning herself as a futurist or technical expert. She brings the lived perspective of a CEO experimenting in real time and helping organizations build the human capabilities that will matter through AI and whatever comes next.

BEST FOR

Executive conferences, AI adoption initiatives, future-of-work events, leadership meetings and organizations preparing people for technology-driven change.

AUDIENCE OUTCOMES

- Move from anxious observation to focused experimentation.
- Identify the capabilities employees will need as work changes.
- Build enough trust for people to admit what they do not know and learn openly.
- Protect judgment, connection and accountability as technology accelerates.

TESTIMONIAL

"Jaime's keynote really set the tone for our day of connection and learning. Her stories are relatable and funny, but most of all, engaging and inspiring. Throughout the day, many presenters referenced back to Jaime's keynote in their own sessions - a sure sign that her message resonated with them."

Karin Olson-Held, Director of Sales Enablement, WPS Inc

"You do not have to predict the future to become capable of moving with it."

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GO FIRST KEYNOTE

Building a Culture That Moves

Culture rarely changes before leaders do.

THE FIVE WAYS TO GO FIRST — THE METHOD AT THE CENTER OF THIS TALK

01 Curiosity
Ask when others defend.

02 Change
Change before demanding it.

03 Vulnerability
Say the uncomfortable truth.

04 Trust
Extend it before control.

05 Action
Move when talk stops helping.

THE KEYNOTE

Values can be beautifully written and still disappear the moment leadership becomes uncomfortable. People decide what a culture truly rewards by watching what leaders question, admit, change, trust and do. In this keynote, Jaime Taets turns culture from an abstract aspiration into a visible leadership practice. Through stories from founding and evolving her company, navigating personal change and climbing Mount Kilimanjaro, she shows how one person's behavior can create permission for an entire team to move.

BEST FOR

Company-wide meetings, culture initiatives, leadership conferences, mergers, transformation programs and organizations ready to turn stated values into daily behavior.

AUDIENCE OUTCOMES

- See how everyday leadership choices become evidence of the real culture.
- Recognize the behavior you are tolerating, protecting or unintentionally rewarding.
- Create permission for honesty, ownership and meaningful experimentation.
- Make one visible move that helps others believe change is safe and possible.

TESTIMONIAL

"Jaime was incredibly professional and easy to partner with. Jaime is approachable, relatable, and also brings really thoughtful insight that pushes the conversation in all the right ways. Her presentation was inspiring, personal, honest, and exactly right for our audience and the vibe we were going for. It checked every box we were hoping to hit."

Molly Johnson, CHRO, DLR Group

"Organizations do not change first. People do."

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GO FIRST KEYNOTE

Stop Waiting for Permission

You have spent years becoming capable. Why are you still waiting to be chosen?

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THE KEYNOTE

Women do not need another keynote telling them to become more confident. Many already know what they want and what needs to change. The harder truth is that they are waiting for certainty, validation or permission that may never arrive. Jaime Taets brings an honest perspective shaped by leaving a successful corporate career, founding a company, publicly navigating divorce and anxiety, climbing Mount Kilimanjaro, and doing the inner work required to outgrow a version of herself that still looked successful to everyone else.

THE FRESH PERSPECTIVE

This keynote is about agency. Jaime does not ask women to become fearless or blow up their lives. She helps them stop outsourcing their next move, listen to what they already know and create movement where it matters most.

BEST FOR

Women's leadership conferences, executive women's forums, employee resource groups, professional associations and organizations investing in the advancement of women.

AUDIENCE OUTCOMES

- Recognize where preparation, performance or approval-seeking has become avoidance.
- Separate useful fear from fear that keeps an outdated life in place.
- Reclaim ownership of career choices, boundaries and personal direction.
- Choose one meaningful move before confidence or certainty arrives.

TESTIMONIAL

"Jaime has a superpower that allows her to build trust quickly with a large group of people. The engagement level during our session was outstanding, and it was all thanks to Jaime, with her masterful facilitation, story-telling and impactful vulnerability."

Alicia P., VP of Technology, Starkey Hearing Technologies

"Nobody else can build the life you are waiting to live."

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