

Cy Wakeman



President & Founder, Reality-Based Leadership

Cy Wakeman is a drama researcher, global thought-leader, and New York Times best-selling author who is recognized for cultivating a counter-intuitive, reality-based approach to leadership. Backed by 20-years of unparalleled experience, Wakeman's philosophy offers a new lens through which employees and executives alike, can shift their attention inward, sharpen their focus on personal accountability, and uncover their natural state of innovation simply by ditching the drama.

Deemed "the secret weapon to restoring sanity to the workplace," Wakeman has helped companies such as Google, Facebook, Viacom, NBC Universal, NASA, Pfizer, Johns Hopkins, Stanford Health Care, Keurig Dr. Pepper, AMC Theatres, White Castle, Bank of America Merrill Lynch, and countless others learn to navigate our rapidly changing world using good mental processes to harness energy wasted in workplace drama and reinvest that effort into achieving profound business results.

As a highly sought-after conference headliner, Cy Wakeman holds a Certified Speaking Professional (CSP) designation from the National Speaker's Association, placing her within the top 3% of speakers. She's a regular contributor on Forbes.com, Success.com, The Huffington Post, and Arianna Huffington's Thrive Global. She's been featured on the *TODAY Show*, the *AskGaryVee Show* with Gary Vaynerchuk, *Cheddar TV*, *The New York Times*, *Business Insider*, *The Daily Muse*, *SHRM.com* and many more. Voted in the top 100 leadership professional to follow on twitter for 7 years in a row and named to *The 2019 Most Inclusive HR Influencer List*, Wakeman also came in at #23 on the *Global Gurus 2019 list* of top 30 Leadership Professionals around the world.

Wakeman has published three books, the latest of which is *No Ego: How to Cut the Cost of Drama, End Entitlement and Drive Big Results* (2017). Cy also hosts her own No Ego podcast, a Facebook Watch show, *Life's Messy, Live Happy*, and adds weekly video content on *YouTube* to address leaders' biggest challenges in the workplace. For more information, please visit Realitybasedleadership.com or follow Cy on social at @cywakeman.

Meet Cy in 3 Minutes!

[Click to View Speaker Reel](#)

REALITY-BASED
LEADERSHIP



Most Requested Program Topics

No Ego: How leaders Can Cut the Cost of Drama, End Entitlement and Drive Big Results Recent research conducted by Cy Wakeman in conjunction with the Futures Company, has discovered that rather than driving performance and creating efficiencies for the organization, conventional leadership strategies and philosophies are actually fueling drama in the workplace. In fact, research indicated that under currently prescribed leadership philosophy and strategic best practices, up to three months per year of each employee's time - potentially billions of dollars annually in the U.S. alone - is wasted in drama. In this session, Cy proposes a radically different approach to core leadership philosophies such as engagement, change management, and accountability. Join Cy as she calls leadership professionals to redefine HR and leadership with science and research and to teach leaders strategies and tools that will actually work in their modern workplace.

Reality-Based Leadership™: Ditch the Drama, Restore Sanity to the Workplace and Turn Excuses into Results

These are challenging times in our businesses today. In leadership, we must become willing to admit that the ways in which we have taught leaders to lead over the years is simply not working. These times are calling for a new type of leader, one who can bring peace, sanity, and results back to the workplace! In this session, Cy rocks audiences as she teaches the key principles of her new wave of Reality-Based Leadership™.

Business Readiness - Ensuring Our Teams are Ready for What's Next

In this high energy session, Cy Wakeman will help leaders understand their heightened responsibilities in delivering teams and talent that are ready for what's next along with strategies to ensure that teams able to quickly adapt and change and deliver on the needs of the organization to provide relevant, high-value, services in even mature markets. After all, change is only hard for the unready.

Hardwiring Accountability into Your Workforce

Everyone is talking about accountability, but few organizations are actually successful in ensuring that personal accountability is hardwired into their talent and everyday business operations. Join Cy as she breaks down the core competency of personal accountability and gives you no nonsense, workable strategies to hire for, coach for, and develop for accountability in your workforce! After all, personal accountability is the foundation of Reality Based Leadership™ - a revolution in leadership.

Keynote Video Clips

Visit [Cy Wakeman's YouTube Channel](#) or the [Reality-Based Leadership YouTube Channel](#) for more!



ANCC Magnet Conference 2018 Keynote

Watch Cy Wakeman's full length opening keynote from the 2018 ANCC Magnet Conference in Denver, CO.

[WATCH NOW](#)



SXSW 2018 No Ego – Full Presentation

This is a full length *No Ego* program delivered by Cy Wakeman at the 2018 SXSW Interactive Workplace Conference in Austin, TX.

[WATCH NOW](#)



WorkHuman 2018 No Ego Keynote – Full Presentation

This No Ego full length keynote was delivered at the 2018 WorkHuman Conference in Austin, TX.

[WATCH NOW](#)

T.V. Appearances



#AskGaryVee – Facebook Watch Episode – September 2017

Cy Wakeman makes a guest appearance on and Gary Vaynerchuk's #AskGaryVee web series.

[WATCH NOW](#)



Cheddar TV Interview – September 2017

Join Cy from the floor of the New York Stock Exchange as she discusses her latest book, *No Ego*.

[WATCH NOW](#)



The TODAY Show with Kathie Lee & Hoda – September 2015

Watch as Cy explains the Reality-Based Philosophy to Kathie Lee & Hoda! Air date September 7th, 2015.

[WATCH NOW](#)

Social Media

CY WAKEMAN Social Media

Twitter: [@CyWakeman](https://twitter.com/CyWakeman)

Facebook: [/CyWakeman](https://www.facebook.com/CyWakeman)

Instagram: [@CyWakeman](https://www.instagram.com/CyWakeman)

LinkedIn: <https://www.linkedin.com/in/cywakeman/>

YouTube: https://www.youtube.com/channel/UC5G_jUiSFkWLiXB0mmTjgg

REALITY-BASED LEADERSHIP Social Media

Twitter: [@RBLeaders](https://twitter.com/RBLeaders)

Facebook: [/RBLeaders](https://www.facebook.com/RBLeaders)

Instagram: [@rbleaders](https://www.instagram.com/rbleaders)

LinkedIn: <https://www.linkedin.com/company-beta/2828673/>

YouTube: <https://www.youtube.com/user/CyWakemanInc>

Blogs

Reality-Based Leadership: <http://www.realitybasedleadership.com/blog/>

Forbes Blog: <http://www.forbes.com/sites/cywakeman/>

FastCompany Blog: <http://www.fastcompany.com/user/cy-wakeman>

Huffington Post: <http://www.huffingtonpost.com/cy-wakeman/>

Video Series



Life's Messy, Live Happy

Each episode of Life's Messy, Live Happy features Cy answering an audience question and then hosting a roundtable discussion with guests.

[WATCH NOW](#)



Through Cy's Eyes

This series is focused on developing and teaching a reality-based mindset in the workplace and worldplace through Cy's every day encounters.

[WATCH NOW](#)



Cy on the Spot

Tune in to catch a glimpse of Cy (off the cuff) riffing on current events, hot topics, and major leadership issues.

[WATCH NOW](#)

Clients and Testimonials

*Through her prolific work with companies such as Google, Facebook, NBC Universal, Viacom, Pfizer, Cisco, Bayer, New York Presbyterian, Medtronic, Catholic Health Initiatives, Caterpillar, Kiewit, Hallmark, E*Trade, and Nationwide, Wakeman has helped eliminate tired, impersonal management techniques in favor of a reality-based revolution.*

"Cy's philosophy is important for business leaders to understand - if you don't invest in the right tools to empower your people, your going to lose."

Gary Vaynerchuk, CEO of VaynerMedia

"Cy Wakeman does a great job in illustrating how leaders can build a workplace free of drama and full of accountability - the true amplifier of one's strengths."

Marcus Buckingham, New York Times bestselling author of *First, Break All the Rules*; *Now Discover Your Strengths*; and *The One Thing You Need to Know*.

"This is the most effective, productive and practical solution any business leader would want. I cannot tell you how much money, time and emotional waste has been saved because of Cy's philosophy. She can transform any culture to help the willing revolutionize consistent and constant change." Frank Calderoni, CEO Anaplan, Former CFO Red Hat and Cisco

"The response from our HR community has been overwhelming. They loved your message, and I think the whole experience provided a much-needed energy boost. The day exceeded my expectations, and it was the perfect launch to my new role - setting a new tone for our HR community."

Vicki Williams, CHRO, NBCUniversal Media, LLC

"Cy is consistently the highest-rated speaker at any event we host. This is especially notable when one considers the caliber of speakers who present at Women Lead Change events! She is also a speaker that provides ongoing opportunities for development, beyond her keynote. It is not uncommon for us to hear from organizations who use her books, podcasts, and videos as regular components to staff meetings and employee resource groups long after the conference."

Tiffany O'Donnell, CEO, Women Lead Change

"What a privilege to have you in Charlotte last week! Your message of ditch the drama, your ego is not your amigo, and how to check our stories was so impactful to our teams. The group you spoke to is highly diverse and yet your message resonated in a uniform and profound way. A 'home run' said one of my key teammates. I am grateful you made the trip and that you seamlessly wove the issues we are facing into your discussion. Onward we go...but in REALITY!"

Robert Adam Schleusner III, Head of Wholesale Credit, Bank of America

"I wanted to share the fantastic feedback we've received from Cy's programs over the years. I am grateful for the passion that she brings to her presentations and for the experience that those attending (including myself) are able to take away from her sessions. Cy's presentations are some of the highest rated Executive Programs we've had at the Center since 2010, and Wow...she just gets better and better each time!"

Brent Kondritz, Assistant Director/Program Manager, Center for Leadership at University of Dayton

Audience Praise

"You hit it out of the park."

"Your no BS approach really resonated with me and is so needed in today's HR."

"Thank you for bringing it! Refreshing."

"It is no exaggeration to say that your session has been the most profoundly impactful."

"I left Cy's talk no longer preoccupied with obstacles; I left focused on opportunities."

"Outstanding and powerful speaker. Very current to Leadership issues. Extremely dynamic."

"Awesome energy and re-evaluation into what and how we think."

"The best workshop of ATD 2018. Had a lot of New insights!"

"Very refreshing and real... straight to the point and inspiring."

"A simple message with a big punch!"

"This session was outstanding, and the book was an added plus."

"Great speaker! Very engaging and loved the real-life scenarios."

Speaker Evaluations

Dallas CHRO Leadership Summit
June 6, 2018

4.86/5.00 in Relevance

4.90/5.00 in Effectiveness

Southern California CDO
June 6, 2018

4.43/5.00 in Relevance

4.57/5.00 in Effectiveness

Florida CHRO Leadership Summit
June 27, 2018

4.92/5.00 in Relevance

4.95/5.00 in Effectiveness

SHRM 2019 Annual Conference & Expo
June 24-25, 2019

4.94/5.0 Cy Wakeman Speaker Rating

4.33/5.0 Overall Speaker Average

(Highest rated speaker overall.)

2019 HR Indiana Conference Keynote
August 13, 2019

4.71/5.0 Session Rating

2018 OR Manager Conference Keynote
September 17, 2018

4.92/5.0 Cy Wakeman Average Score

5.0/5.0 Speaker's Knowledge

Contact Us



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