

## THE MISSING PIECE TO YOUR SUCCESS IS CONNECTED BALANCE™

Offer your event audiences a new way to think and the tools they can use today to create change with a presentation experience like none other.

Based on her book *Waves of Change*, Kathy's animated keynote series uses humor, props, and impact stories customized for your audience to help introduce the concept of Connected Balance™ and growth mindset tools to create positive impact in business and life.

Find out why creating Connected Balance is as important as breathing and how it can be a game changer for any curious learner. Explore the steps to harness the power of the heart-mind-body connection to make better decisions that are more aligned with personal authenticity. Contact us for an event planning consult.

### ABOUT THE AUTHOR

A Chicago native, Kathy is a midwestern girl at heart with a wanderlust for global travel. She is an award-winning strategic thinker, entrepreneurial leader, athlete, and author with over 25 years of IT sales and marketing leadership expertise working for tech startups and Fortune 500 enterprise software companies in the public and private sector including Sun Microsystems, Verisign, Citrix, Microsoft, SAP, and Amazon Web Services.

Drawing on her life experience insights gained through team sports and working with horses, Kathy authored *Waves of Change: Growth Mindset Tools for Connected Balance™*, which introduces a connected heart, mind, and body mindset and practical tools that help strengthen presence, communication, and decision-making. Her own transformation through equine work led her to become a certified Equine Facilitator™, allowing her to guide others in developing deeper self-awareness and leadership capacity. As Founder of Marchitecture, she offers Fractional CMO consulting services and mentorship that blend strategic brand, messaging, storytelling, and integrated digital marketing expertise with growth mindset tools to help people and mission-driven businesses thrive.

Her goal is to make a positive impact on people and business by offering strategic leadership stemming from a unique blend of entrepreneurship, authenticity, positivity, and humor to generate results. Kathy holds a Master of Science in Management, a Bachelor of Science in Public Relations, and certifications in Digital Marketing, Compassionate Leadership, HeartMath®, and Reiki. Visit [www.kathysebeck.com](http://www.kathysebeck.com) to learn more about her book or [www.marchitecture.tech](http://www.marchitecture.tech).

