

THE MISSING PIECE TO YOUR SUCCESS IS CONNECTED BALANCE™

Most leaders are taught to optimize performance, communication, and decision-making separately—but lasting success comes when they work together. Kathy Sebuck introduces audiences to a new way of thinking about leadership through Connected Balance™, offering practical tools they can apply immediately to create greater clarity, alignment, and meaningful change in both business and life.

Based on her book *Waves of Change*, Kathy's keynote series brings Connected Balance™ to life through storytelling, humor, and customized audience relevance. Participants explore how integrating heart, mind, and body awareness strengthens decision-making and leadership effectiveness, while gaining actionable practices they can use right away in real-world situations.

For event inquiries or planning consultations, contact us to learn more at info@marchitecture.tech.

ABOUT THE AUTHOR

A Chicago native, Kathy is a Midwestern girl at heart with a passion for global travel and a belief that how we lead shapes what we create. She is an award-winning strategic communicator, entrepreneur, athlete, and author with over 25 years of sales and marketing leadership experience across technology startups and Fortune 500 companies, including Sun Microsystems, VERISIGN, Citrix, Microsoft, SAP, and Amazon Web Services.

Drawing on experience in team sports and experiential learning with horses, Kathy brings a unique perspective to leadership development focused on presence, communication, and decision-making. She is the author of *Waves of Change: Growth Mindset Tools for Connected Balance™*, which introduces a heart, mind, and body framework with practical tools to strengthen leadership effectiveness and alignment. Her experience in equine-assisted learning led her to become a Certified Equine Facilitator™, where she guides leaders and teams in developing self-awareness, trust, and more effective collaboration.

As Founder of Marchitecture, she combines fractional CMO leadership with experiential learning and growth mindset tools to help mission-driven organizations align marketing, leadership, and teams to drive growth. She provides expertise in brand, messaging, storytelling, and integrated go-to-market strategy, alongside leadership development experiences that create both business and human impact. 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.kathysebuck.com to learn more about her book or www.marchitecture.tech.

