

Margaret Graziano

CEO, Founder, KeenAlignment, Cultural Transformation from the Inside Out, Wall Street Journal Best Selling Author

RESPONSE AGILITY FROM FRICTION TO FLOW

"Magi has changed the way me and my teams execute and makes me a better leader on the daily" - CFO, AFFINIUS CAPITAL

From Friction to Flow is a deeply personal yet universally relevant exploration of how subconscious programming shapes behavior, relationships, and workplace dynamics. Drawing from neuroscience, personal experience, and two decades of working with top executives and organizations, Magi teaches audiences how to navigate the chaos and uncertainty of modern life with resilience and purpose.

Her transformative framework, centered on the three tenets of Autonomy, Agency, and Authority, empowers individuals and leaders to shift from reactive stress states ("friction") to alignment and productivity ("flow"). This talk offers actionable strategies to reduce stress, enhance decision-making, and build emotional agility—skills crucial for thriving in today's volatile world.

Understanding how subconscious patterns drive stress and conflict enables you to move forward and reprogram your program. Magi's inspiring story and actionable framework will leave your audience empowered, energized, and ready to make transformational changes in their lives and work.

IGNITE CULTURE ORGANIZATIONAL ALIGNMENT FROM THE INSIDE OUT

"What a great event! The room was buzzing with positive energy after the presentation and the morning continued to flow from it!"
- CEO, CHAMBER OF COMMERCE SANTA CRUZ

Imagine anticipating the moment instead of chasing it. In this fastpaced world we live in, with the onset of digital transformation, people in organizations are experiencing unprecedented amounts of stress and friction that exacerbate widespread breakdowns and challenges. Employee engagement is down and employee turnover is up. Systemic mistrust and a lack of communication and execution are pervasive – all combining to create high levels of burnout, overwhelm, and disconnection in members of the workforce. What would be possible if all that energy was positively pointed in the direction of innovation and people naturally collaborated in service of a cause they all believed in and were willing to set aside their ego for. In today's dynamic hyper competitive marketplace, employee, team, and organizational alignment is the answer for meeting the moment and elevating as a market leader. After experiencing this keynote, both leaders and employees leave with a renewed perspective, attitude, and framework toward their role, their impact, and how they can elevate their team and drive results in service of unified commitments.

Biography

For over 20 years, Magi Graziano has empowered leaders and teams to optimize performance and workplace culture.

- 10,000+ hours dedicated to developing, leading, and facilitating transformation at every level.
- From single mom on commission to three-time business owner — understands barriers and how to break them, so you don't have to.
- Transformed an organization from the brink of a union walkout into a high-performing workplace that outperformed its 95-year history — helping your culture shift from friction to flow.
- Ranked in the top 3% of recruiters nationwide for 15 years.
- Developed The Certification in Employee Retention for the National Placement Association.
- Led interventions that empowered over 20,000 people to optimize their work.
- Trekged the Camino de Santiago and spent 12 days in the jungle on a journey of self-discovery.
- Recognized on the Inc. 5000 list of fastest-growing companies.
- Amazon & WSJ Bestselling Author
- Top 100 Business Women in Silicon Valley



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