

# Turning Meaning into Momentum: *Learning to Say No So We Can Say Hell Yes!*

## Keynote Overview

This keynote, which can also be offered as a webinar or workshop, is best suited for a leadership meeting or summit where the attendees are accountable for building a healthy culture and modeling the practices and behaviors that will help their employees thrive.

When we look at someone successful, we often skip right to what a person has done. We look for lists of accomplishments, challenges they have overcome, and the titles and accolades that follow them. While we absolutely make an impact on the world through our actions, our actions should be a natural extension of who we are. Instead, what we do...has become the definition of who we are.

As a result, we have lost our way. We have blurred the relationship between who we are and what we do. We have in essence, given up our power and lost connection to our soul's desires. At an organizational level, we have sacrificed engagement for outcomes, at the expense of our people and ultimately to who we serve. No one truly wins.

Instead of building a culture that thrives, leadership is caught in the trap of consciously or unconsciously creating cultures where employees are over-doing and over-efforting most everything. We are building cultures that do not have the discipline to say no, even to the wrong things, so they can say yes to all the right things.

How would it feel instead, to know deep in your gut as a leader, that you are saying yes to the right things for the right reasons? You are saying yes, not because you have to, but because you want to. As a result, everything you and your teams say yes to, is from the beginning, an intention you make with full commitment to achieve – without taking you down!

Pulling from her 25 years of experience leading transformational change in global organizations and her own story of being a 'doing addict', Renée builds a case for learning to regularly say no so leaders and organizations can say yes to the right things with results they want and the balance their employees need.

## Takeaways & Learnings

- What leaders get wrong about the prioritization dilemma
- The top 3 reasons strategic initiatives fail and how to overcome them
- Why saying no is hard and how to get past it – no matter who you are or what level you work
- Discerning the meaningful from the meaningless
- How to turn individual meaning into organizational momentum in 5 'tried and true' steps that can be implemented across all levels of the organization
- Inspire and model a culture that does less but achieves more!

## Actions for Attendees to Take

- Be a champion of change as it relates to finally defining and implementing strategies and coming up with plans that can not only be achieved, but have the full ownership and commitment of all those involved.
- Finally getting the prioritization dilemma right and building the practices and discipline needed to sustain ongoing improvements and growth plans.
- Be known as a leader who recognizes the difference between must have and nice to have and leads their teams towards commitments that matter and have the most impact.
- Achieve more by doing less!

# Renée Dineen

Catalyst. Connector. Cultivator.

***Founder of the SoulFULL Living Institute, TEDx Speaker,  
and Co-author of The Art & Truth of Transformation for Women***



Renée Dineen is a best-selling author, TEDx & motivational speaker, and founder of the SoulFULL Living Institute, a coaching and consulting platform dedicated to doing the deepest work with those who never thought they could. Prior to launching her own practice, Renée spent 20 years in global senior leadership roles in the high tech and biotech industries, including five years working and living overseas in Switzerland.

As an international thought leader playing at the intersection of business, leadership, psychology and well-being, Renée travels around the world coaching and advising leaders and teams how to navigate risk, change and growth while fueling the soul of the organizations and cultures they shape. She has dedicated her career to exploring human nature to understand how we can all live with greater purpose, joy and grace.

Renée has presented on dozens of global stages, been the guest on numerous podcasts and has been featured in high profile media publications such as Fortune, Financial Times, Elephant Journal and Ladders Career Magazine. Most recently Renée coauthored an anthology titled 'The Art & Truth of Transformation for Women' which is an Amazon International Best Seller.

In February 2020, Renée took her own story to the TEDx stage. Her talk titled 'Authentic Inaction™: Undoing the Doing in a Do Crazy World' is an account of her own trials and tribulations as a "doing addict" and workaholic. Her talk has reached over 600K views and supports her mission to revolutionize the way we work, play & relate to one another and our purpose.

Renée holds a Masters Degree in Organizational Psychology. Her coaching approach borrows from numerous coaching accreditations, including the gold-standard International Coaching Federation accreditation.

She lives in Sacramento, California with her husband, Sean, two teenagers and their beloved dog Atlas. As a family, they are fueled by their passion for travel, which includes 50+ countries and counting. Inspired by these experiences, Renée hosts a blog that can be found at [www.travelmomentswithkids.com](http://www.travelmomentswithkids.com).

To learn more about Renée and her work in the world, you can visit her at [www.reneedineen.com](http://www.reneedineen.com), [www.authenticinaction.com](http://www.authenticinaction.com) or on Instagram @reneemdineen.