



KEYNOTES · WORKSHOPS · ROUNDTABLES · PANEL MODERATION

Cristal Finley

Founder of Hers For The Taking · Host of She Made It Happen

Cristal speaks to the women corporate programs are built for, because she built and ran one. She helps capable women get seen, heard, and recognized for the work they already do.

Former vice president and founding board member of the Native American employee resource group at U.S. Bank, where she led the first virtual, culturally focused chapter to win Chapter of the Year. MBA. Nine years on a financial-services association board, including a year as president.

She knows the budget line, the executive sponsor problem, and what makes a session worth a calendar slot, because she owned all of it from the buying side. Her talks turn the four parts of her method, clarity, visibility, relationships, and leadership momentum, into moves a woman can practice on Monday.

What Cristal speaks about

CLARITY

Your Story, On Purpose

You cannot advocate for value you have never named. Clarity comes first.

VISIBILITY

Building Visibility at Work

Being good at your job is not the same as being seen for it, and being seen is a skill.

RELATIONSHIPS

Beyond the Small Talk

The relationships you build are often the missing piece between being qualified and being considered.

LEADERSHIP MOMENTUM

Leading From Any Seat

You do not need a title to lead. Lead from the seat you have, and the title catches up.

Formats

- **15-minute** conference short
- **45-minute** keynote
- **60-minute** workshop with a participant workbook
- **90-minute** learning-and-development expansion
- **Roundtable** facilitation
- **Panel moderation**

Book all four talks as a **four-part series**, a development arc across an ERG or L&D calendar.

Who it is for

- Employee resource groups and business resource groups
- Women's professional associations
- Learning-and-development and DEI teams
- Conferences, summits, and colleges

Book Cristal to *be seen on purpose*.

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Programs and formats

One method, four talks, several ways to book.

Cristal Finley
Hers For The Taking

● Your Story, On Purpose CLARITY

Name your value, your direction, and the story that connects them, and answer "what do you do" in two clean sentences without freezing. The workshop version leaves every participant holding a value inventory, a career throughline, and those two sentences.

Keynote
Workshop + workbook
15-min · 90-min L&D

● Building Visibility VISIBILITY

Five practices to make your value easy to recognize without performing, plus what to do when you have done everything right and still feel overlooked. The workshop drills ownership language and sends everyone out with a wins list and a witnessed commitment.

Keynote
Workshop + workbook
15-min · 90-min L&D

● Beyond the Small Talk RELATIONSHIPS

Networking as connection, not performance. Five practices from the first hello through the follow-up almost everyone skips. The workshop is the most interactive of the set: participants write openers, practice better questions in rotating pairs, and draft real follow-ups.

Keynote
Workshop + workbook
15-min · 90-min L&D

● Leading From Any Seat LEADERSHIP

Lead from the seat you already hold, through clarity, ownership, and decision quality, with five practices to run this week. Delivered as a facilitated roundtable where each woman leaves with a written 90-day leadership-practice commitment.

Keynote
Roundtable + reflection sheet
15-min · 90-min L&D

The four-part series

All four talks booked in sequence as a development arc across an ERG or learning-team calendar: Clarity, then Visibility, then Relationships, then Leadership Momentum. Priced as a set. This is the highest-value way to book Cristal, and the differentiator no single talk carries.

Also available

- **Panel moderation.** A prepared arc, questions that draw panelists out, and active time and audience management. Often the easiest first booking.
- **Delivery:** in person across the Pacific Northwest, virtual anywhere.

Fee range available on request. Rates flex by format and audience, with a mission rate for nonprofits, Tribal and Native-serving organizations, and student programs. Travel beyond Portland metro is billed at cost.

Where Cristal has spoken

U.S. Bank, The Development Network
Panelist, corporate employee network, 2019

WIFS Portland Metro
Roundtable facilitator, 2025 and 2026. A repeat booking

RMA Portland Metro
Panel moderator, 2026. Ran four luncheons of 84 to 215 as president



Host of **She Made It Happen**, ongoing evidence she can hold a room, with more than thirty episodes.

Named testimonials from event organizers drop in here as permissions are confirmed.

Cristal

Enrolled member of the Yakama Nation, descendant from Blackfeet and Colville.

Let's get started.

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