

# KRISTIN MASCHKA

Clarify. Connect. Catalyze.

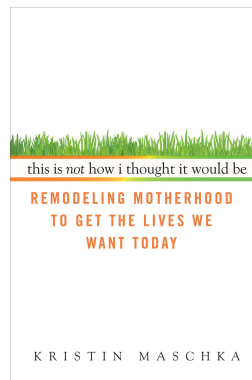
**Kristin Maschka** is a leading authority on change and the best-selling author of *This is Not How I Thought It Would Be: Remodeling Motherhood to Get the Lives We Want Today*.

Never content with simply talking about change, **Kristin Maschka** specializes in creating the conditions necessary for individuals and groups to take action in the face of overwhelming change and complexity, a difficult challenge, or a new opportunity.

Maschka has a successful blog at [www.kristinmaschka.com](http://www.kristinmaschka.com) where she shares insights on the ways in which our subconscious beliefs keep us from taking action, how shifting those subconscious beliefs is the key to real change, and strategies and tools to lead change at home, at work and in our communities to create a better world. She has particular interest and expertise in exposing and dismantling implicit gender stereotypes. She blogs for Huffington Post, BlogHer and Role/Reboot. Maschka has authored articles and commentary for publications such as USA Today Magazine, Womens eNews, and is called upon for her expertise by media outlets such as USA Today, Money, The Christian Science Monitor, NPR, Marketplace, and BBC London.



**Kristin Maschka**



**This is Not How I Thought It Would Be: Remodeling Motherhood to Get the Lives We Want Today** is an important look at motherhood and family dynamics in the 21st century— by the past president of Mothers & More.

Kristin Maschka shines a spotlight on the complex issues mothers face—at work, in their homes, their lives, and with their partners— and shows how the subconscious assumptions that society, the media, public policy, and women themselves hold about motherhood can keep mothers from having the lives they want.

Maschka weaves together her own story, anecdotes from mothers all over the country, and a deep knowledge of history and society to offer mothers a comforting, often funny read that helps them see themselves and the world around them in a whole new way. At the same time she provides specific actions women can take today to remodel motherhood to live the lives they always thought they would.

Available online and in bookstores.

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# Kristin Maschka's Speaking Topics Include:

## **Clarify, Connect, Catalyze: What Today's Leaders Need to Know About Leading Change**

We are all dealing with an unprecedented amount of change in our work lives and personal lives – technology, business models and jobs, gender roles at home, generational shifts, and more. Many of us have become experts at reacting to change to survive, and few of us have had the time or opportunity to become experts in leading change so that we all can thrive.

Kristin Maschka shares her practical framework for leading complex change today: Clarify, Connect, Catalyze. She'll illustrate the ways in which our subconscious beliefs keep us from taking action, how shifting those subconscious beliefs is the key to real change, and the practical strategies and tools we can apply immediately to lead change at home, at work and in our communities to create a better world tomorrow.

## **Step Back to Lead Forward**

As the pace of change accelerates around us every day, we are all tempted to try to keep up by simply doing more and doing it faster. The most critical leadership skill today is the ability to do the opposite – to know how and when to step back and take the balcony view so we can lead forward effectively at work, at home and in our communities.

Kristin Maschka will demonstrate the power of the balcony view, illustrate practical strategies for getting up on the balcony when you need it most, and make sure that before you leave you have identified a specific action you will take to step back in order to lead forward.

## **This is Not How I Thought It Would Be: Remodeling Motherhood to Get the Lives We Want Today**

**Question:** What's behind the "mommy wars," the "chore wars," the war about "having it all," and the everyday craziness of family life today?

**Answer:** Invisible, outdated assumptions about mothers, fathers, money, marriage and work that are completely out of sync with today's families.

Kristin Maschka weaves together her own story and a deep knowledge of history and society to reveal the broad impact these subconscious assumptions and stereotypes have on our personal lives, our public policies and our workplaces. You'll walk away with clarity as to what those outdated assumptions are, the new beliefs to replace them, and the simple tools you can use to take action and remodel motherhood.

*Note: This topic can also be customized for an audience of both mothers and fathers or for community and advocacy organizations interested in issues that impact women and families. It can also be customized to emphasize particular topics in the book depending on the audience.*

# What Meeting Planners Are Saying About Kristin Maschka...

Kristin has a unique ability to galvanize and organize organizations and groups to build a shared purpose and to translate this into action. She understands what effective collaboration should look like in theory as well as the tools necessary to see this play out in reality. She supports groups to more deeply articulate their needs and moves them outside the box to develop thoughtful, innovative solutions that are actionable.

-ERIK RICE, SENIOR ASSOCIATE, STANFORD CENTER FOR OPPORTUNITY POLICY IN EDUCATION

Kristin is a very intelligent and engaging speaker who's not afraid to talk about the realities of motherhood for the working couple. Rather than relying on conventional wisdom she digs deeper into the facts and challenges that couples face and what they do to make it all work when they want to be good parents while also having careers. Her stories are so compelling that she engages men and women of all ages in the conversation!

-GAIL SCHAPER-GORDON, PH.D., VISTAGE CEO GROUP CHAIR

There are people who can see into 'the heart of the matter' and then shine a light forward. Kristin Maschka is one of those people, able to put ideas and solutions into place that can ensure better insight, communication and movement toward organizational change. Operations and programs gain purpose and people gain tools to view their work differently. On a desert island or up a creek – whatever the situation – I'd put Kristin on my team to help envision the solutions.

-DEBRA J. LEVY, PAST BOARD PRESIDENT, MOTHERS & MORE

Kristin Maschka is a professional who has lived the balance of family life and work life, but her warm personal style will make you feel like you've been her friend for years, and will motivate you to take action. Her presentation of information and action plans are uniquely relevant to the realities of today's families and leaders. You will be informed and motivated by her ability to blend cutting-edge research on change, leadership and family life with the reality of how she has lived it.

-CATHY NATHAN, MOTHER, PTSA PRESIDENT, NON-PROFIT BOARD MEMBER, COMMUNITY VOLUNTEER