

Barb Allen

Helping leaders Notice, Question, & Rethink their assumptions...

to uncover possibilities, people, and solutions hiding in plain sight.

KEYNOTES

Rethink Obvious

Question the assumptions behind your most important decisions.

Barb's flagship keynote applies the Notice. Question. Rethink. framework to the people and operational situations leaders face—from talent and succession, to risk, productivity, innovation, and client relationships.

Through honest stories, practical insight, and unexpected humor, Barb challenges audiences without making them feel judged—and changes how they see familiar situations and what they do next.

OneLadder to Leadership

The climb isn't the same for everyone. It's time to build a ladder that is.

We often talk about the path to leadership as though it is both clear and the same for everyone. It isn't. Based on Barb's book, *OneLadder to Leadership*, this keynote uses the framework of Missing, Broken, Sticky, and Slippery Rungs to show how communication, networking, perceptions of readiness, and bias can shape each person's climb in different ways.

Through personal stories and practical insight, Barb helps leaders and climbers recognize when one of those rungs is affecting their own progress or someone else's, understand what is getting in the way, and gain tools they can use to begin repairing it effectively.

The Woman Within

There is more to her story. There is more to yours.

When information is missing, we fill in the blanks—and the stories we create can quickly begin to feel like facts. We tell ourselves stories about why another woman does not like us, why she has it easier, or why we do not measure up.

Through honest, deeply personal stories, Barb invites women to question the assumptions they make about one another and the lives they see from the outside. Audiences leave encouraged to replace judgment and comparison with curiosity and grace—and practice the vulnerability that creates more honest connection.

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After more than 30 years in construction—25 years of those in Leadership— from Tradeswoman to Executive—I know how easy it is for smart, experienced, well-intentioned leaders to mistake an opinion for a fact.

I know because I've done it too.

I've overlooked possibilities and people because I was certain I understood what I was seeing. Experience made me a more confident decision-maker—but it also made it harder to recognize when I was leading with an assumption: something I believed to be true but had never stopped to question.

Today, I bring those lessons to the stage with practical insight, honest stories, and unexpected humor that earns a smirk from even the toughest skeptic. You know the one.

I help leaders notice their assumptions without feeling judged, question what seems obvious, and see possibilities before hindsight does it for them.

Testimonials

"Barb's presentation was remarkable—entertaining, engaging and actionable! Her voice is precisely the type I think can help kickstart great conversations in any organization."

~Nicholas Ruble, Attorney,
Baker Sterchi Cowden & Rice, LLC

"Barb not only delivered, she hit a grand slam with her presentation at our Women in Construction Conference with nearly 2,000 attendees. Her talk was engaging and provided tangible takeaways that could reach all attendees. She was great to work with... I look forward to working with her again."

~Jordan Blair, CEO, Sacramento Builders Exchange



Watch Barb in Action

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