

# Nancy OKeefe

THOUGHT LEADER | SPEAKER | AUTHOR |  
CONSULTANT

*Built a Multi 7-Figure Business from One of the First  
Virtual Organizations Using an Innovative Labor Pool.*





"Your dependence on outdated employee and management paradigms limits your organization."

Hiring employees costs time and money. They need to be vetted and trained, all of which eats into company productivity and profit. Yet, if organizations and management treat them poorly, the best employees will voluntarily leave the organization. Statistics show the average employee stays less than 3 years and that length of tenure is falling. The employee's experiences at work including Management's treatment of them weighs heavily on the decision to stay or leave.

Many business owners understand this, but instead of taking the time to create the right work experience for an employee, they rely on perks and benefits alone. That may be a good short-term solution but it doesn't stop the costly revolving door of talent...

Nancy OKeefe understands that finding and keeping talented people is difficult,

but it's not impossible.

She helps businesses create more profitable and productive workplaces by showing them where to find, how to attract, and how to keep talented people who want to work for them. She and her team turn a critical eye toward company culture, management styles, logistics, and more to show businesses how to improve on their results, how to become workplaces that win talent.

Nancy brings this wisdom to audiences, helping them understand why cultivating the right talent and retention is so important for their business and what they can do now to turn things around even in a shrinking labor pool. Audience members leave with a new perspective on everything from organizational roles and responsibilities to their management methodologies.



It is difficult to find talent. It is difficult to keep talent. The problem is becoming worse. Companies are faced with slow or no growth, and some are shutting the doors because they can't find the labor they need. We can blame it on the labor pool, the economy, the pandemic but the fact is that there has been a talent and engagement problem for decades. Most of the solutions companies have tried have failed to move the needle. The way we look for and work to keep talent in our organizations is flawed. Nancy talks about 3 areas where change is needed to solve this costly and pervasive talent problem: the way we think about hiring, corporate culture and management methods.

**Ditch Industrial Era Corporate Culture. Become A Winning Workplace Where The Best Talent Wants To Work**

Companies are no longer the only game in town. There are many more employment options today. Employees are looking for something better than the same old grind and they are finding it outside of traditional employment. Nancy shares insights into how companies can find talent in a new way and improve the odds that employees will stay in their organizations longer. Work is a business deal. Is working for your company still a good deal?

# Speaking Topics

**Move Your Workforce From Makeshift Remote To A Sustainable Virtual Office.**

Employees are reevaluating their entire lives including their work life. Working remotely has provided additional flexibility and a better quality of life. Employees are beginning to leave companies that can't or won't make remote working permanent. Owing one of the first virtual organizations and running it successfully for a decade, Nancy shares how to create a productive and sustainable virtual office that thrives.

**Prevent Up To 54% of Your Employees From Quitting With A Management Mindshift**

The recruiting process is only half the battle. If good workers are leaving your organization, then you might want to stop blaming them or the job market and start considering what your company might be doing to drive them away. Studies show it could be your management team. Nancy shares why this occurs, how to discover if this is happening in your organization and how you can stop it.







# About Nancy O'Keefe

CEO, Nancy O'Keefe Consulting

“People power your profits.”

When Nancy O'Keefe was 38, she became a widow with two kids. She made it her mission to find a career at a time when career women were met with a lot of resistance. Her family depended on it. Nancy didn't give up, and she eventually built a six-figure career that grew into a seven-figure business.

If she's learned anything from this experience it's that employees can reach their potential in the right company with the right culture and the right management philosophies. As a speaker, she wants to help businesses understand not only how to find talented people, but also how to be the kind of business people want to work for.

Nancy has taken her message to Powerful Women Revealed Radio Show and CEO Magazine, hoping to revolutionize recruiting and retention in a way that helps others like herself.

In her free time, she enjoys spending time with her children and grandchildren. She also enjoys cooking, reading, painting, and thinking outside of the box.



# People Are Talking About OKeefe:

“Thank you for speaking at the Women Mean Business Luncheon. We are grateful for the time and effort you took to share your thoughts and experiences with our members. The points that you discussed had an impressive, positive impact on the audience and I have been hearing such wonderful feedback. Your speech made a real difference in our effort to educate, motivate and empower leadership and changes in the workplace”

**- Meaghan Doherty. Director of Membership Relations & Events**

Nancy O'Keefe



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