

Two voices, one stage, and twenty years in the hardest rooms in America.

Chip and Lisa St. Clair are a husband-and-wife team who have spent two decades leading the St. Clair Butterfly Foundation, a national nonprofit whose Beyond Trauma-Informed™ framework and Butterfly Labyrinth™ pathway now recalibrate schools, courts, hospitals, law enforcement agencies, and community organizations. Along the way they have ghostwritten more than ninety books for Forbes Books and other major publishers, writing for Fortune 50 and Fortune 500 executives, celebrities, and high-profile individuals. They bring that rare combination to the keynote stage: **the neuroscience of people under pressure, the story of a childhood that should have broken them, and the craft of making a room feel it.**

THE IDEA THEY BRING TO EVERY STAGE

Perceived Threat → Nervous System Activation → Mobilization → Behavioral Expression

Every workplace behavior, from the disengaged employee to the manager who snaps, follows this sequence. Most organizations respond at the end of it. Chip and Lisa show leaders how to work one step earlier, where performance, retention, and culture are actually decided.

SIGNATURE KEYNOTES

Workforce, Leadership, and Culture

The Nervous System at Work

Why regulation, not motivation, is the first condition of performance, and what changes when leaders understand it.

Compassion with Accountability

Dignity-centered leadership: holding the standard, delivering the hard conversation, and correcting without shame.

Cultures People Do Not Want to Leave

Retention and burnout through the lens of the regulated shift, and why the manager is the real lever.

Regulation Under Pressure

Decision quality, the deliberate pause, and breath as an operational tool for executives, managers, and frontline teams.

Psychological Safety Is Not Softness

How regulated teams disagree, repair after conflict, and stay coherent when the stakes rise.

Warmth Is the Bravest Choice

The motivational keynote: a childhood on the run, two decades of building systems from that survival, and leading with warmth on purpose.

WHY AUDIENCES LEAN IN

What Makes This Different

- **A story that earns the room.** Chip and Lisa's bestselling memoir, *The Butterfly Garden*, opened two decades of advocacy.
- **Science made usable.** The same framework deployed in detention, emergency departments, and classrooms.
- **They know how leaders think.** Ninety-plus books written in executives' voices, from C-suite to frontline.
- **No wellness fluff.** Operational, honest content that wins back audiences who tuned out resilience talk.
- **Two voices, one conversation.** A husband-and-wife team whose partnership models what they teach.
- **Every talk leaves a tool.** Each keynote closes with something usable before the end of the day.

THE CONVICTION

Warmth is not a soft choice. It is the bravest one. In every room they lead:
Compassion with accountability. Standards with dignity. Structure with connection.

THE SPEAKERS

Who Is on Stage

Chip St. Clair	Lisa St. Clair	The Platform
Writer and advocate. Chip brings an MFA in creative writing and a long career in advocacy and mentorship for young people in crisis. He is the author of the bestselling memoir <i>The Butterfly Garden: Surviving Childhood on the Run with One of America's Most Wanted</i>, holds a United States Congressional Record for child advocacy, and carries credits on the Netflix feature <i>2 Hearts</i>.	Writer, advocate, and neuroscience expert. Lisa brings formal training in creative writing, a background in neuroscience and behavior with advanced studies at Yale University, and her own long career in advocacy and mentorship. She has been recognized by the Governor of Montana for her work with survivors and named one of Northern Michigan's Most Influential Women. Each has shaped the other's craft.	Seen and heard. <i>Good Morning America</i>, <i>Dateline NBC</i>, <i>OWN</i>, <i>Investigation Discovery</i>, <i>Inside Edition</i>, <i>Montel</i>, and <i>The Huffington Post</i>, with more than one hundred international media appearances. Their curricula has been adopted by universities, high schools, juvenile detention facilities, law enforcement, and human services training programs in multiple states.

FORMATS THAT FIT THE ROOM

- Keynote, 45 to 60 minutes, together or solo
- Executive briefing for leadership teams and boards, short and high
- Half-day or full-day workshop with facilitated application
- Fireside conversation or moderated interview
- Virtual delivery available for any format

Every talk is calibrated to the audience: service and hospitality, operations and trades, office and professional, or care and high-contact work.

19+ years leading the St. Clair Butterfly Foundation	90+ books ghostwritten for Forbes Books and major publishers	100+ international media appearances	10 ecosystems served by one shared framework
---	---	---	---

BOOKING Represented by Premiere Speakers Bureau and Celebrity Talent International.
Direct inquiries: info@scbf.org · www.scbf.org · www.chipandlisa.com. Topics are customized to your industry, audience, and event goals.

BRING THEM TO YOUR STAGE

A conversation is the easiest first step. Tell us about your audience, your date, and what you need the room to leave with, and Chip and Lisa will shape the talk around it.