

KATE VITASEK

Crack The Code On Collaboration

- International authority on creating highly collaborative business relationships
- Author of nine books and over 400 articles including HBR, Chief Executive and World Financial Review
- Architect of the award-winning “Vested” business model
- Featured on Fox Business News, CNN International, NPR and Bloomberg



**BREAKTHROUGH
IDEA AWARD**

2025 RECIPIENT



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Keynote Abstract: The Vested Way

Five Rules for Achieving the Impossible

“Nothing personal—it’s just business.”

This outdated attitude is the foundation that most business relationships are built on—a zero-sum game where one party wins at the expense of the other. Organizations say things like “valued employee,” “strategic partnership,” and “healthcare system,” but the reality is they are stuck on a transactional treadmill focusing on this task, this time, this deal, and under these terms. The relationships they create are static and the results are status quo.

Author, educator, and business consultant Kate Vitasek has cracked the code on how to truly create successful win-win relationships. Kate’s evocative and edutaining Vested Way® keynote unpacks Five Rules that turn transactional relationships into transformational relationships. Her keynote is packed with inspiring stories and research-backed case studies that offer practical tools to help you rethink your own partnerships.

OUTCOMES

Attendees walk away:

- Challenging the game they are playing in their existing relationships
- Armed with the Vested Five Rules to help them transform their relationships
- Inspired by real-world examples of how the Vested Way has worked in practice, creating value far beyond traditional us-vs-them transactional approaches



Keynote Abstract: Getting To We

Redefining Winning in Business Relationships

The vast majority of business relationships operate with an “us vs. them” mindset: management vs. union, buyer vs. supplier, health care providers vs. payers, boss vs. employee and functional silo vs. functional silo.

Organizations say things like “valued employee,” “strategic partnership,” and “healthcare system,” but the reality is they are often stuck with policies and practices and functional metrics that pit organizations, departments, and even team members against each other. The result is a culture that feels like a virtual tug-of-war with team members pulling against each other rather than collaborating for mutual success.

Kate’s Getting to We® keynote shares five proven steps for creating an engaged, collaborative culture. Her keynote inspires audiences with behind-the-scenes stories of how organizations such as Island Health and their hospitalists transformed their culture from a tense, troubled, and toxic relationship to one team members proudly call trusting, collaborative, and innovative. Kate will leave you with tangible advice, tips, and tools for making the shift from a What’s-in-it-for-Me culture to a What’s-in-it-for-We culture.

OUTCOMES

Attendees walk away:

- Understanding why “getting to yes” is no longer enough
- Learning a proven five-step approach for creating a highly engaged and collaborative culture
- Inspired by real-world examples of how the organizations such as Island Health and their hospitalists transformed their culture
- Gaining access to proven tools to facilitate teams in transitioning from a “Me” to “We” mindset



Keynote Abstract: The Power Of “T”

Leverage Transparency And Trust To Power High-Performing Teams

In our fast-paced and interconnected world, the success of any organization hinges on the ability to collaborate for productivity. High-performing teams are not merely a result of chance or luck; they are cultivated by fostering an environment built on transparency and trust.

However, in a Gallup survey assessing the future of how we work, only 21% of employees trust the leadership of their organization. And all too often individuals and organizations are operating under the false pretense that trust must be earned.

What if we shifted our mindset and chose to lead by putting confidence and trust in our people first?

Kate Vitasek is an award-winning professor who helps organizations, leaders and their teams break with the status quo and find their collaborative advantage.

Through her groundbreaking research and profound insights, Kate is challenging traditional notions of how to build trust and demonstrate transparency to change the way business gets done. At the intersection of education and entertainment Kate's interactive keynote experience gets you to the business relationships you only dreamed were possible.

OUTCOMES

Attendees walk away with:

- Valuable insights that will empower their organization to thrive in today's competitive landscape
- A proven three-pillar formula for building trust and transparency in teams
- Real-world examples from real organizations getting real results by choosing to lead with transparency and trust
- Tangible tips and tools to foster a culture of trust and boost team performance
- A plan for greater collaboration to future-proof how work gets done



Keynote Abstract: Vested Outsourcing

Five Rules That Transform Outsourcing Relationships

Many outsourcing deals are structured with fundamental flaws in the business model that prevent transformational results. The problem is not outsourcing itself, but rather the outsourcing business model. The vast majority of outsourcing deals are structured using a conventional transactional business model. This buy-sell transactional mindset pits buyers and suppliers across the table in a virtual tug-of-war when business needs change.

Join Kate in her evocative and edutaining Vested Outsourcing keynote where she will share how to flip the conventional outsourcing approach on its head with her award-winning Vested Outsourcing business model. You will learn how to align the interest between a buyer and supplier with Five Rules. The result? A highly collaborative win-win outsourcing relationship where the parties are vested in each other's success. Walk away inspired by the art of the possible when outsourcing and learn from real case studies from those making the switch to Vested Outsourcing.

OUTCOMES

Attendees walk away:

- Knowing what Vested Outsourcing is—and why outsourcing does not have to be a dirty word
- Understanding the Five Rules of Vested Outsourcing and how they help organizations shift from transactional to transformational outsourcing
- Inspired by real stories from real companies with real results
- Motivated to rethink how they are working with outsourcing partners



Reasons to Book Kate

Customization. Customization. Customization.

Kate's experience and research spans virtually every industry with dozens of public examples from her rich body of work and case study library. Kate personally participates in a planning session to tailor her message an event. The extra effort ensures that your audience walks away with the perfect message maximizing impact for your event. Popular customization options include:

Tailored Case Studies

Many organizations love the examples featured in Kate's books such as *Vested: How P&G, McDonald's, and Microsoft are Redefining Winning in Business Relationships*. However, other organizations prefer a deeper dive into a single case study or industry, such as how Eye for Transport had Kate feature three case studies in the context of logistics outsourcing. Kate can tap into her vast research library to find the perfect case studies to share at your event.

An Industry-Specific Angle

Want customization targeted toward a certain industry? Kate has helped organizations around the world in a variety of industries adopt *The Vested Way*. Kate also has industry-specific research and work she can leverage, such as her work with the Health Management Academy on using strategic partnerships to drive innovation or with the Newfoundland and Labrador Health Services on collaborative approaches for outsourcing support services.

A Function-Specific Angle

Kate's keynote is always perfect for event planners looking for a fresh perspective on Leadership, Engaged Teams, Future of Work, and Culture. Additionally, Kate is a master at tailoring her keynotes and workshops to provide a function-specific angle for organization. For example:

- The United Nations asked Kate to develop a full-day workshop for their procurement function on how to improve collaborations with potential suppliers willing to invest in innovative approaches to solve the UN's pressing SDG goals.
- Real estate giant CBRE had Kate customize her *Vested Outsourcing* keynote to showcase the art of the possible in facilities and real estate outsourcing.
- The International Institute for Conflict Prevention and Resolution loved how Kate tailored a virtual keynote to help members understand how collaboration approaches could be used to resolve conflict in a more preventive and proactive manner.
- Novartis turned to Kate for a customized workshop to bring leaders from each of its business units together to collaborate on supply chain efficiencies.

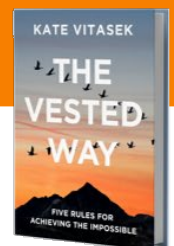
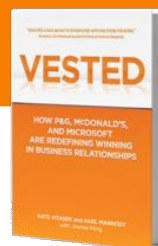
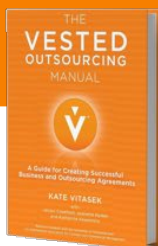
Incorporating Interactive RealPlay® Sessions

Want to bring a high-energy interactive option for your audience? Kate created RealPlay® — a dynamic approach for helping individuals put the concepts she shares into practice. Ask Kate the best way to incorporate RealPlay® into your event during your planning session.



Let's Connect!

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