

# Dr. Liz Wilson

Behavioral Scientist & Organizational Culture Expert

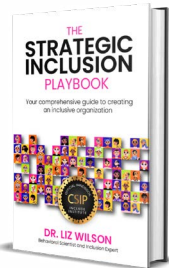
*"I'm on a mission to create environments (and a world) where everyone can thrive"*



## About Dr. Liz

Dr. Liz Wilson, a Ph.D. in organizational culture and behavior, has worked with some of the world's most notable brands on their cultural and business transformations over the 25+ years of her career. She has combined her organizational change experience and behavioral science expertise, to discover the hack to culture change (ironically it is not about focusing on behavior first). She is also the creator of the SPACE and [The 8-Inclusion Needs of All People](#) frameworks, to make creating thriving cultures and inclusive organizations simple, and the founder of Include Inc.

Her book, [The Strategic Inclusion Playbook](#), is now required reading for several university programs across the globe, and is the official handbook for the [Include Institute Strategic Inclusion Practitioner Program and Certification](#).



Dr. Liz is not your average keynote presenter. She invites you into her life and work with insightful honesty and humor, and creates a safe space for audience members to analyze what they are doing well and what they need to do differently for better outcomes. Whether Dr. Liz is talking about how to tackle large scale business transformation or how to personally transform - she will always share practical yet powerfully impactful ways to achieve better outcomes. If you're after a keynote speaker to fill a venue of thousands or a workshop for a small group, you are guaranteed an event to be remembered with Dr. Liz.

All engagements are customized for your event, so please get in contact to discuss your needs and the desired outcomes for your event.

## Audience Experience



# New Presentation Topics for 2025

## Expelled to Excellence: How SPACE Transforms Culture

What happens when a troublemaker gets booted out of school at thirteen and eventually becomes a behavioral scientist who transforms workplaces worldwide? In this laugh-out-loud, insight-packed keynote, Dr. Liz Wilson shares how her rocky start revealed the critical ingredients for thriving and high-performing individuals and teams. By connecting her underdog story to organizational culture, she unveils the SPACE framework—a practical roadmap for creating environments where misfits, outsiders, and everyone in between can become star performers. It's the perfect blend of humor, heartfelt lessons, and actionable insights for any team ready to level up.

## The Truth About Culture Change: Why Starting with Behaviors Is a Mistake

When it comes to culture change, I'll admit I got it wrong at first. As a behavioral scientist with decades of experience in organizational change, I once believed the key to transformation was starting with behaviors. But through trial, error, and countless lessons learned in the field, I realized that behaviors are the outcome, not the starting point. In this insightful and humorous keynote, Dr. Liz Wilson shares how a deeper understanding of human behavior and organizational dynamics reveals the real secret to lasting culture change. With a blend of science-backed research, real-world application, and actionable insights, Liz shows leaders how to shift their organizational culture in a way that works—not by focusing on surface behaviors, but by addressing what truly drives change from within.

## We Got DEI Wrong. But We Can Fix It.

For years, organizations have approached DEI with good intentions but the wrong strategies. In this insightful and candid keynote, Dr. Liz Wilson uncovers how well-meaning DEI initiatives have often missed the mark—and what we can do to get it right. Drawing from her extensive experience in behavioral science and organizational change, Liz explains how traditional DEI efforts focus on the wrong areas, failing to address the core dynamics that drive true inclusion. With a mix of humor, practical wisdom, and actionable strategies, Liz challenges leaders to rethink their approach to DEI, offering a new framework for building environments where everyone, regardless of identity, can thrive. This keynote is a call to action for anyone ready to create lasting, meaningful change.



## What People Are Saying

*"Dr. Liz's talk was the absolute highlight of the conference - she is authentic and hilarious!"*

*"I walked away super inspired and blown away!"*

*"Dr Liz engaged, inspired, and motivated our attendees with simple and practical examples on how to make modifications to the way they do business to make this world a more inclusive place for everyone."*

*"I highly recommend Dr Liz as a keynote speaker on how workplaces can thrive and how processes can be designed to meet the needs of everyone."*

*"She has a captivating style and the feedback received was fantastic."*

