

KEYNOTE · WORKSHOP · MEDIA

Don't just inspire the room. Change what they do when they leave it.

Inspiration has a shelf life of about seventy-two hours. Behavior is what survives the flight home.

LAKEYSHA COBBS-HAYES

MAT, BCBA · Coach Key · Behavior Change Strategist



65%

THE GAP

Your audience already knows what to do. Across twelve months intent holds near 96 percent while actual behavior falls to 31 percent. That distance is The Gap. Every other session in your program will name the problem. This one changes the behavior.

SIGNATURE TALKS

- 01 You Know What To Do. So Why Aren't You Doing It?
- 02 The Leader Is Part of the Environment.
- 03 Success Is A Behavior
- 04 The Follow Through Method Workshop
- 05 You Know The Science. Now Lead The People.

All talks tailored. No stock deck.

Conferences · Associations · Mixed audiences

Leadership summits · Executive teams

Entrepreneurs · Women in business · Galas

Team offsites · Half-day and full-day

ABA conferences · Behavioral health orgs

25+

YEARS

Studying, teaching and
leading behavior change

5

CLINICS

Founder and CEO of a multi-site
behavioral health practice

BCBA

CERTIFIED

Board Certified Behavior
Analyst · MAT

2

BOOKS

Redefined · Grow Your
Business Like A Boss

THE FOLLOW THROUGH METHOD

KNOW.

DECIDE.

ACT.

Find the Gap. Run the behavior.

Tell me who is in the room and what you need them to do differently.

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SPEAKER REEL

QR + link — add before sending

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SPEAKER KIT · coachkey.net/speaking



SIGNATURE TALKS, IN DETAIL

- | | | |
|-----------|---|--|
| 01 | You Know What To Do. So Why Aren't You Doing It?
The behavior science of follow-through, and the six places it breaks down. | Conferences · Associations · Mixed audiences |
| <hr/> | | |
| 02 | The Leader Is Part of the Environment.
Your team is responding to conditions you are creating. Leadership as an environmental variable. | Leadership summits · Executive teams |
| <hr/> | | |
| 03 | Success Is A Behavior
Success as something you do repeatedly rather than somewhere you arrive. | Entrepreneurs · Women in business · Galas |
| <hr/> | | |
| 04 | The Follow Through Method Workshop
Attendees leave with their Gap named and one behavior designed, scheduled and ready to run. | Team offsites · Half-day and full-day |
| <hr/> | | |
| 05 | You Know The Science. Now Lead The People.
For clinical leaders who apply behavioral science to clients but not to their own teams. | ABA conferences · Behavioral health orgs |

BIOGRAPHY

LaKeysha Cobbs-Hayes, MAT, BCBA, known on stage as Coach Key, is a Board Certified Behavior Analyst, CEO, author of two books and a speaker working at the intersection of behavioral science and business.

She began as a paraeducator in 1999. Today she is founder and CEO of Key Essentials to Behavior Management, a five-clinic behavioral health practice, and advises professionals, entrepreneurs, clinicians and leaders through The Follow Through Method, her approach for closing the distance between what people know and what they consistently do.

Her story starts earlier than the credentials. Foster youth. Teen mother. And a teacher who asked four words that changed the trajectory: are you coming back tomorrow?

Audiences do not leave with a feeling. They leave with language for what is in their way and one behavior they can run on Monday.

FORMATS

- Keynote — 45 to 75 minutes
- Workshop — 90 minutes to full day
- Panel and fireside chat
- Leadership retreat
- Corporate training
- Podcast, broadcast and media

LOGISTICS

- Handheld mic preferred; lavalier fine
- Confidence monitor when available
- Slides delivered 7 days out
- Travels from Ontario, CA (ONT) / LAX
- Virtual: broadcast-ready studio

WHAT PLANNERS GET

A brief first.

We start with what you need the audience to do differently, then build backward.

No stock deck.

Content tailored to your organization, your industry and the room you actually have.

No chasing.

Bio, headshots, AV specs, intro script and promo assets, sent before you ask.

INTERVIEW & PODCAST ANGLES

- Why motivation gets far too much credit
- The six Gaps: clarity, environment, skill, belief, identity, alignment
- Running a five-site practice while building a second company
- Foster youth to CEO: what actually changed the trajectory
- Behavior science for people who will never read a journal

IN THE ROOM

“
Testimonial to be added
Name, Title, Organization

“
Testimonial to be added
Name, Title, Organization

Book Coach Key

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