



LYNN MARIA THOMPSON

Author · Speaker · Marketing Coach

Success on a Mountaintop

What Everest Teaches Us About Setting — and Surviving — Ambitious Goals

20+ Years Entrepreneurship

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SIGNATURE KEYNOTE

Many people have climbed Mount Everest. Some have summited it. This is the true story of one such couple. They remortgaged their home for the chance. Planned meticulously. Were advised, repeatedly, to turn back. They didn't. Did they succeed? Their story is one of the most powerful goal-setting parables ever lived — and by the time Lynn finishes telling it, your audience will never think about goals — or the cost of ignoring wise counsel — the same way again.

YOUR AUDIENCE WILL LEAVE WITH

- **Completing the mission** — Success has different meanings to different people. Goals need a 'what next?' strategy, and most organizations never build one.
- **The RAP framework** — Identify when to Revise, Abandon, or Postpone a goal along the route to success.
- **The case for a guide** — Even elite performers benefit from an experienced guide who knows the terrain better than they do. Who is yours?
- **Bigger-picture visioning** — What does winning look like the morning after you hit the target? Plan for the new normal.
- **Permission to listen** — Trusted advisors may see what tunnel-vision hides. Understand when listening to them means everything.

"I was so happy to have Lynn presenting at my conference. She is the epitome of professional, she has her \$#!+ together, and she has 'the aesthetic.'"

— Julia Grosz, Founder, The Academy

ALSO AVAILABLE

- **What Cats Can Teach Us About Leadership**
Timeless leadership principles from *The Feline CEO* — practical, memorable, and unlike anything your audience has heard.
- **An Author's Guide to Building Your Platform**
Online marketing strategy for authors, coaches, and content creators.
- **What Cats Can Teach Us About Marketing**
Real-world marketing drawn from feline behavior — for entrepreneur audiences.



CWA Annual Conference · Indianapolis 2025

EXPERTISE & AUDIENCES

Goal-Setting & Strategic Planning

Leadership Development

Association Conferences

Women's Leadership Events

FORMATS & FEES

- Keynote (60–90 min) \$5,000+
- Workshop / Training \$10,000+
- Virtual or In-Person
- Half-Day Intensive

ABOUT LYNN

Lynn Maria Thompson brings a rare double perspective to every stage: she spent her early career in **corporate publishing** — the original directory business that helped companies get found *before Google existed* — and has spent the past 20+ years building her own entrepreneurial career. Her book *The Feline CEO* draws on interviews with successful CEOs to deliver leadership principles that are practical, memorable, and unlike anything your audience has heard before. She holds a B.S. in Marketing from the University of Florida and a Dale Carnegie certification in Effective Speaking.