

Jackie Stavros, DM is passionate about working with individuals, teams, and organizations to create purpose and meaningful results that drive positive change. She is co-founder of the Conversations Worth Having Institute and a professor of management at Lawrence Technological University's College of Business and Information Technology, where she inspires students with lifework—not just homework. Jackie is an internationally recognized author, speaker, and strategic advisor whose work bridges the fields of leadership, strategy, management, and organization development.

Jackie is best known for co-authoring two impactful books: *Conversations Worth Having: Using Appreciative Inquiry to Fuel Productive and Meaningful Engagement* (www.cwh.today) and *Learning to SOAR: Creating Strategy that Inspires Innovation and Engagement* (www.soar-strategy.com). Jackie is the creator of SOAR, a positive approach to strategic thinking, planning, conversations, and leading. Her work has taken her across all sectors and over 25 countries, helping hundreds of organizations and thousands of people use Appreciative Inquiry (AI)—one of the most widely adopted approaches to positive change—to dramatically improve the outcomes of any conversation to build trust, inspire possibilities, and elevate performance.

Jackie helps people shift the way they lead, plan, and connect—starting with their conversations, which are at the core of how we interact and create change. She introduces Appreciative Inquiry (AI) as the operating system that powers both Conversations Worth Having and the SOAR, guiding individuals and teams in organizations to focus on what works, what matters, and what's possible. Her work leverages two AI practices: generative questions and positive framing, to create strategic conversations that elevate energy, engagement, and outcomes. Through SOAR, she offers a strengths-based alternative to traditional planning models. Whether speaking to senior leaders, educators, or community builders, she equips audiences with practices and frameworks to clarify purpose, align around shared vision, and translate ideas into action. Her keynotes and workshops blend research, real-world stories, and practical tools—equipping people to turn everyday conversations into a strategic advantage for engagement, collaboration, and positive change.

Jackie's research is grounded in the AI, neuroscience, and positive psychology to help others understand how their conversations influence their wellbeing, relationships, and ability to succeed. She is on a mission to co-create a global movement of conversations worth having to recognize each other's humanity and support building organizations and communities that work for everyone. Her work has been featured in *Forbes*, *SmartBrief*, *Detroit's Live in the D*, *People & Strategy*, and leadership and training blogs and podcasts. She is a keynote speaker on positive approaches to leadership, strategy, management, effective communication, and change.

Jackie earned a Doctor of Management in *Capacity Building Using an Appreciative Approach: A Relational Process of Building Your Organization's Future* at Case Western Reserve University. She also holds an MBA in International Business from Michigan State University and BA in Marketing from Wayne State University.

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