

VITALE BUFORD HARDIN

CEO + FOUNDER,
VITALE & COMPANY

Transformational Keynote Speaker
Leadership Strategist | Trust Catalyst
Perfectionism Researcher

Vitale Buford Hardin is a transformational keynote speaker, author, and leadership strategist who helps organizations build trust-filled, high-performing cultures—from the inside out. With a compelling personal story and 20+ years of leadership expertise, she challenges audiences to rethink perfectionism, redefine presence, and lead with trust, authenticity, agility, and influence.

As CEO of *Vitale & Company*, Vitale partners with Fortune 50 and Fortune 500 companies across industries like healthcare, energy, insurance, utilities, professional services, and manufacturing. Her proprietary frameworks—including The Trust Catalyst™, The Presence Framework™, and the Overcoming Perfectionism Accelerator™—have equipped thousands of leaders to shift mindsets, lead teams more effectively, and show up with greater clarity and confidence.

What sets Vitale apart isn't just her expertise—it's her delivery. She brings humor, vulnerability, and powerful insight that moves people. **She connects on a deeply human level, leaving every audience with a jolt of courage and a call to lead differently.**



SIGNATURE SPEAKING TOPICS

- **The Leadership Shift: Redefining Success Beyond Perfection**
- **Trust Catalyst: The Formula for Building a High-Trust, High-Impact Culture**
- **The Presence Framework: Living with Intention, Awareness and Impact**
- **The Power of Quitting: A Strategic Reset for Real Growth**

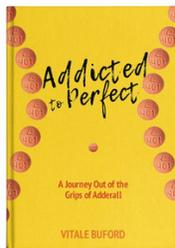
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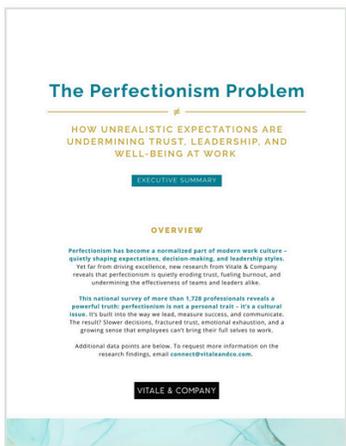
TRUSTED BY LEADERS. REMEMBERED BY AUDIENCES. BOOKED AGAIN AND AGAIN. Vitale's message resonates across industries, stages, and leadership levels—from national conferences to executive boardrooms. Vitale doesn't just speak—she sparks transformation.



AUTHOR OF 3 BOOKS ON LEADERSHIP, TRUST & PERFECTIONISM

Vitale is the author of *Addicted to Perfect*, her bestselling memoir on overcoming perfectionism—and the creator of two powerful mini-books designed for modern leaders:

- *From Flawed to Fantastic: Your A-Z Guide to Conquering Perfectionism at Work*
- *Becoming a Trust Catalyst: An A-Z Guide to Building Trust That Lasts*



THREE-TIME RESEARCHER ON PERFECTIONISM AT WORK (2020, 2023, 2025)

Vitale has led three university-backed studies uncovering how perfectionism undermines performance, retention, and team trust. Her ongoing research helps organizations identify hidden barriers to leadership effectiveness—and equips them to build healthier, high-performing cultures.



CREATOR OF THE TRUST CATALYST™ SYSTEM

Vitale pioneered a Trust Catalyst™ framework and Trust Value System™, helping teams across the country go beyond “soft skills” to build cultures that are psychologically safe, high-performing, and deeply connected.

WHERE VITALE'S SPOKEN:

SHRM National Conference, Energetic Women Leadership Conference, Kentucky Chamber Women's Leadership Summit, ATD International Conference, National Training Conference, Multiple Fortune 500 company summits, and executive offsites & leadership retreats

BRING VITALE TO YOUR NEXT EVENT.

Dynamic keynotes. Lasting impact. Tailored experiences for your leadership team.

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