

VITALE & COMPANY

OUR SIGNATURE SOLUTIONS

REAL **CHANGE.** REAL **IMPACT.**

STRATEGIC ADVISORY

HUMAN-CENTERED DEVELOPMENT

CULTURE TRANSFORMATION

Vitale & Company is a leadership and organizational development firm helping high-growth companies build trust, develop their leaders, and align their culture with business strategy.

OUR PHILOSOPHY

We partner with organizations ready to invest in their people, lead with integrity, and build cultures where growth is both human-centered and high-performing.

Our work is deep, honest, and intentional. We bring heart, expertise, and a commitment to truth-telling—because we don't just consult, we partner. We believe leadership should feel as human as the people it's meant to serve.

AT VITALE & COMPANY, WE BELIEVE REAL CHANGE HAPPENS WHEN TRUST COMES FIRST—AND WHEN LEADERS ARE WILLING TO DO THE INNER AND ORGANIZATIONAL WORK THAT TRULY LASTS.

WHAT SETS US APART

Vitale & Company is a leadership and organizational development firm that helps organizations build cultures rooted in trust, accountability, and human-centered performance.



SYSTEMIC FOCUS

We don't just deliver training; we create systems. Like the Trust Catalyst™ System, that translates values into daily behaviors, accountability structures, and cultural rituals that sustain over time.



CUSTOMIZATION

Every engagement is tailored to the client's unique history, priorities, and cultural dynamics. We do not believe in one-size-fits-all.



PRACTICAL OUTCOMES

Our work is designed to be lived, not laminated. Leaders and employees leave with tools they can apply immediately.



PROVEN IMPACT

We've guided organizations across industries—including hospitality, financial services, energy, and healthcare—through moments of growth and transition.

VITALE & COMPANY AT-A-GLANCE

PROPRIETARY FRAMEWORKS:

- ◆ Strategic Accelerators
- ◆ Trust Playbook
- ◆ Overcoming Perfectionism
- ◆ Trust Catalyst™ System
- ◆ Trust Value Systems



3 UNIVERSITY-LED RESEARCH STUDIES ON PERFECTIONISM AND TRUST IN THE WORKPLACE

PROGRAMS DELIVERED TO **20,000+ EMPLOYEES** ACROSS **130 ORGANIZATIONS**



800+ HOURS OF **EXECUTIVE & PERFORMANCE COACHING**



115+ TEAMS TRAINED IN **18 INDUSTRIES**

150+ CONFERENCES IMPACTING 50,000+ ATTENDEES



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

Credentialed by CSP, Heroic GRAD, iPEC coaching, EQ-i assessments, and CoreStrengths assessments.



MEET VITALE

CEO + FOUNDER, VITALE & COMPANY

Transformational Keynote Speaker
Leadership Strategist | Trust Catalyst
Perfectionism Researcher

Vitale Buford Hardin, CSP, is a trusted expert in leadership and organizational development. With more than 20 years of corporate leadership experience, she specializes in helping leaders overcome perfectionism, build trust, and lead with clarity and confidence.

A nationally recognized speaker and author of *Addicted to Perfect*, Vitale's work focuses on transforming how leaders show up—personally and professionally—to create cultures rooted in trust, accountability, and performance.

VITALE'S APPROACH

Perfectionism in Leadership

Vitale's work explores how perfectionism quietly limits leadership effectiveness—slowing decisions, weakening trust, and eroding confidence—and how leaders can move beyond it.

Trust as an Operating System

She focuses on trust not as a value statement, but as an operational system that shapes accountability, communication, and team performance.

Proprietary Leadership Frameworks

Through Vitale & Company's proprietary leadership frameworks and Strategic Accelerators, Vitale translates research and leadership insight into practical tools leaders can apply immediately in how they lead, communicate, and make decisions.



BEYOND THE WORK

Vitale is a wife and mom of two who values early mornings, meaningful conversations, and a few grounding reminders that guide how she shows up each day.

Favorite Mantras

Don't push the river.
Be where your feet are.

Favorite Quote

"A ship in harbor is safe, but that is not what ships are built for."
— John Shedd

Favorite Movie

Remember the Titans

Favorite Foods

Peppermint bark, sour cherry candies, Mediterranean food, and M&M Blizzards with extra M&Ms.

Favorite Band

Fleetwood Mac

OUR SERVICES

OUR CORE SOLUTIONS:

STRATEGIC ACCELERATORS

Skill-Building That Sticks.

Three-month, cohort-based programs designed to build the skills and behaviors required to support performance, execution, and business outcomes.

TRUST CATALYST™ SYSTEM

Build the System. Shift the Culture.

A proprietary framework that helps teams build trust as an operating system — aligned to how decisions are made, accountability shows up, and work gets done.

LEADERSHIP DEVELOPMENT & SPEAKING

Transforming Leaders. Elevating Cultures.

Custom training, workshops, and coaching designed to support leaders and teams at key moments of growth, change, or transition.

WHERE WE FOCUS:

Partnering with highly regulated industries — healthcare, energy & utilities, manufacturing, financial & professional services, and complex organizations.

WHAT WE'RE KNOWN FOR:

Transforming perfectionism from a hidden liability into leadership clarity. Building measurable, system-level trust that drives performance.

Working with Vitale & Company has been an invaluable experience in transforming my leadership. Through their guidance, I've learned to build genuine trust, lead with purpose, and create a culture of collaboration and accountability.

Senior Leader, Organizational Development, Healthcare Industry

Working with Vitale & Company has been catalytic for my leadership. Their approach combines candor, compassion, and actionable strategy—helping me lead with greater confidence and authenticity.

Organizational Development Leader, Automotive Industry

It is with complete professional confidence that I recommend Vitale and her transformative trust-building methodology.

Senior Leadership Executive, Energy Industry

SIGNATURE LEADERSHIP TOPICS

The Leadership Shift: Redefining Success Beyond Perfection

Grounded in university-backed research on workplace perfectionism, this experience helps leaders replace approval-driven pressure with performance clarity — strengthening decision-making, delegation, and sustainable excellence.

Emotional Intelligence: Leading from the Inside-Out

Leveraging the EQ-i 2.0 assessment, leaders gain measurable insight into stress tolerance, decision quality, and relational impact — translating emotional intelligence into performance advantage.

Trust Catalyst: Building High-Trust, High-Performance Cultures

Using the Trust Catalyst™ framework, leaders learn to operationalize trust as observable behavior — increasing accountability, alignment, and execution speed across teams.

Leadership in the Age of AI

AI is increasing speed. It is not increasing wisdom. Work is moving faster. Output is multiplying. Expectations are rising. But the space for reflection, discernment, and strategic thinking is shrinking. When pause disappears, decision quality suffers. When every message sounds the same, differentiation erodes. AI is not the risk. Unexamined use of AI is.

Leading with Excellence

A focused leadership experience on self-mastery and people leadership — equipping leaders to navigate pressure, hold standards, and strengthen accountability without destabilizing trust.

Speaking Formats

- Keynotes (45–75 minutes)
- Executive Retreats
- Leadership Conferences
- Corporate Summits
- Custom Deep-Dive Sessions

All talks are tailored to audience, industry, and organizational context.

ADDITIONAL TOPICS BY PERFORMANCE OUTCOME

1 Stronger Execution & Clearer Accountability

When performance slows, expectations are often unclear and accountability is inconsistent.

Programs that strengthen execution include:

- Leading with Excellence
- Performance Management
- High Performing Teams
- Communicating with Excellence
- Internal Communication
- Leading with Influence
- Confident Leadership

Impact: Clear standards. Stronger ownership. Fewer repeated conversations. Faster execution.

2 Higher Trust & Healthier Team Culture

Trust is the foundation of performance. Without it, collaboration weakens and conflict goes underground.

Programs that build trust include:

- Trust Catalyst™ Framework
- Building Trust During Transition
- Culture & Team Alignment
- Creating a Culture of Feedback & Recognition
- Turning Conflict into Connection

Impact: Greater psychological safety. Productive conflict. Stronger retention. More aligned teams.

3 Leadership Resilience & Reduced Burnout

High standards without healthy boundaries lead to exhaustion and disengagement.

Programs that address resilience include:

- Becoming a Resilient Leader
- Overcoming Perfectionism
- Boundaries & Bandwidth
- Lead with Intention
- Emotional Intelligence

Impact: Lower burnout. Clearer priorities. Sustainable high performance. Happier and more engaged employees.

4 Change Readiness & Organizational Agility

Change exposes leadership gaps quickly. Preparation prevents instability.

Programs that strengthen change capacity include:

- Leading Through Change
- Embracing & Navigating Change
- Leadership Agility
- Building Trust During Transition
- Leading in the Age of AI

Impact: Faster adaptation. Reduced resistance. Steadier leadership during uncertainty. Consistency through change.

5 Leadership Pipeline & Emerging Leader Development

The strength of tomorrow's organization depends on how early leadership habits are formed.

Programs that develop emerging leaders include:

- Leading High Performing Teams
- Confident Leadership
- Emotional Intelligence
- Leading with Excellence
- Bridging Generations

Impact: Leader readiness. Higher self-awareness and emotional intelligence. Smoother succession and leadership transition. Consistent leadership standards across levels.

6 Strategic Advisory & Custom Programs

For organizations needing deeper integration:

- Trust Catalyst™ System
- Strategic Accelerators
- Strategic Advisory
- Mission, Vision & Values Development
- Needs Discovery Work
- Executive Coaching
- Bespoke Corporate Training Programs

Impact: Systems approach for sustainable change. Leadership alignment. Culture clarity. Reinforced behavioral standards.

LET'S WORK TOGETHER

There's no one-size-fits-all solution for culture—and we're not interested in shortcuts. But if you're ready to get clear, build momentum, and lead with intention, we'd love to start the conversation.

LET'S TALK ABOUT WHAT'S POSSIBLE

You Can Start With...

- ◆ Book a discovery call
- ◆ Bring us in for a keynote, training, or strategy session
- ◆ A deep-dive Trust Playbook

WE'LL MEET YOU WHERE YOU ARE—AND HELP YOU GET WHERE YOU WANT TO GO.

vitaleandco.com

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