BRUCE BERLIN

KEYNOTE SPEAKER



INSPIRING PEOPLE. STRENGTHENING CONNECTION. ELEVATING EMOTIONAL ENERGY.

Bruce Berlin brings more than 35 years of leadership experience in healthcare and hospitality to the stage. His keynotes blend heartfelt storytelling, humor, and practical insights to help audiences strengthen the emotional connections that shape engagement, relationships, and energy.

THE 3 EMOTIONAL SENSES MODEL™

IDENTITY
Feeling known

PURPOSE
Feeling needed

BELONGING
Feeling accepted

“Where Attention Goes, Energy Flows.”

Small, intentional shifts in attention can strengthen relationships and reenergize ourselves and others—without adding more work.

WHY MEETING PLANNERS BOOK BRUCE

- 35+ years leading teams in healthcare and hospitality
- Authentic, heartfelt storytelling with humor and audience interaction
- Practical takeaways that audiences can use immediately
- One memorable framework tailored to different audiences

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TWO KEYNOTES. ONE POWERFUL FOUNDATION.

Distinct audience experiences, grounded in the 3 Emotional Senses Model™.

WHERE ATTENTION GOES, ENERGY FLOWS

Reenergizing Leaders and Teams Through the Power of Emotional Connection

Discover how leaders can strengthen Identity, Purpose, and Belonging through everyday interactions that elevate engagement, deepen relationships, and reenergize teams.

AUDIENCE TAKEAWAYS

Strengthen connection • Elevate engagement • Lead with intentional attention

Ideal for leadership conferences, management teams, and employee engagement events.

FROM EXHAUSTION TO EXHILARATION

Reenergizing Yourself and Others Without Doing More Work

Heartfelt stories and practical insights reveal how small shifts in attention can renew energy, deepen connections, and move people from exhaustion toward exhilaration.

AUDIENCE TAKEAWAYS

Reconnect with purpose • Strengthen belonging • Reenergize others

Ideal for association conferences, employee appreciation, and professional development.

PROVEN SPEAKING IMPACT

AHCA/NCAL | October 2025

100% found the session valuable; 98% would hear Bruce speak again (190 responses).

South Carolina Health Care Association | April 2026

99% found the session valuable; 99% would hear Bruce speak again (101 responses).

> “Wonderful presentation with actionable takeaways. This was presented in a way that simplifies person-centered leadership.”
>
> **— Kim Wilkerson, Director of Clinical & Quality Services, SCHCA**

Following her feedback, Kim booked Bruce to open SCHCA’s 2026 conference.

INVITE BRUCE TO SPEAK • BRUCE@PRIORITEAMS.COM

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