

FELICE UPTON

Keynote Speaker • Justice Systems Transformer • Culture Change Leader

"The bridge between survival and systems change"

WHAT MAKES FELICE DIFFERENT

Felice doesn't just talk about justice reform - she's lived it, led it, and transformed it from the inside out.

Former Assistant Secretary for Juvenile Rehabilitation, Washington State

Managing 1,100+ staff | \$180M budget | Statewide transformation

She's the leader who reduced use-of-force incidents by 40%, built Washington's first library for incarcerated youth, and created a culture where 92% of young people chose to participate in programming - not because they had to, but because they wanted to.

Now, she brings that rare combination of **lived experience + executive leadership + authentic storytelling** to stages nationwide, helping leaders transform the hardest systems with hope, data, and humanity.

SIGNATURE KEYNOTES

The Day I Realized Survival Wasn't Enough

From violence to vision: How lived experience becomes transformational leadership

This isn't a trauma story - it's a power story. Felice takes audiences through the moment she realized that surviving wasn't the destination, but the starting point. She reveals how she transformed personal pain into systems change, becoming the kind of leader she once needed.

Perfect for: Justice conferences, leadership summits, trauma-informed care trainings, DEI events

Audiences will leave with:

- A visceral understanding of what "insider advantage" really means
- Permission to bring their whole selves into leadership
- Concrete strategies for leading with both accountability and compassion

The Workforce Crisis No One Wants to Talk About

Why good people leave corrections - and what actually keeps them

The retention crisis in justice and human services isn't about pay or benefits. It's about bystandership, moral injury, and cultures that drain people dry. Felice names what everyone feels but few leaders acknowledge - then shows the path forward.

Perfect for: Corrections conferences, human services leadership, organizational development events

Audiences will leave with:

- Understanding of the real drivers behind turnover
- Practical tools to rebuild trust and psychological safety
- A roadmap for culture transformation that actually sticks

Leading With Hope in Hard Systems

How to rebuild culture when everything feels broken

This keynote is for the exhausted leader, the burned-out team, the organization that's lost its way. Felice combines her executive experience with raw honesty about what it takes to create real change - not through inspiration porn, but through data, restorative practices, and courageous conversations.

Perfect for: Agency retreats, statewide convenings, leadership development programs

Audiences will leave with:

- Renewed sense of purpose and possibility
- Framework for accountability that doesn't feel punitive
- Tools for leading through resistance and fatigue

THE FELICE ADVANTAGE

What you get:

- ✓ Pre-event strategy call to tailor content to your organization's challenges
- ✓ Authentic, research-backed content that honors both head and heart
- ✓ A speaker who can code-switch between C-suite and frontline staff
- ✓ Optional post-keynote Q&A or workshop extension
- ✓ High-engagement presentation style - warm, bold, bridge-building
- ✓ Social media assets and follow-up resources for sustained impact

Why book Felice:

- **Rare credibility:** Executive leadership + lived experience + investigative background
- **Real results:** Proven track record transforming billion-dollar systems
- **Memorable delivery:** Stories that stick with people for years

- **Customization:** Every keynote is tailored to your audience's reality
- **Follow-through:** Doesn't just inspire - equips leaders with actionable tools

INVESTMENT & BOOKING

In-Person Keynote (60-90 min): \$7,500 - \$10,000

Includes pre-event planning call, customized content, nationwide travel

Virtual Keynote: \$3,000 - \$5,000

Includes technical rehearsal and digital resource packet

Half-Day Workshop: \$12,000

Deep-dive format with interactive exercises

Full-Day Training: \$18,500

Comprehensive leadership development with team coaching

Custom Packages Available: Multi-session series, agency-wide culture transformation, conference keynote + breakout bundles

Discounted rates for small nonprofits, tribal organizations, and mission-aligned partners

READY TO BOOK FELICE?

Email: felicegeorgia@gmail.com

Web: justusconsulting.org (LinkedIn available now)

Location: Based in Tacoma, WA | Available nationwide

How to Book:

Send an email with: event date and location, audience size and composition, topic/keynote of interest, budget range, and any specific organizational challenges you'd like addressed.

We respond within 48 hours with availability and next steps.

"Hope isn't a feeling. It's a practice - and I teach leaders how to do it."

- Felice Upton