TREY MALICOAT, M.S.

ONE TRUE STORY. THREE WAYS IN.

The book. The keynote. The workshop.
Understanding the human impact of fear.

Fear changes more than how we feel. It changes what we do.

The Queen Has No Friends tells Trey's personal account of a true story: automation made a business more capable and productive, yet threatened one partner's identity. Her attempt to regain control by returning to old systems reveals how fear can damage trust, distort decisions, waste resources, and destabilize an organization.

THE STORY MAKES THE HUMAN COST VISIBLE

The book gives readers a reference point for understanding what happens when change feels like a threat to who we are. The keynote and workshop carry that foundation into people's own lives and organizations, turning recognition into reflection and practical action.

1 THE BOOK

Understand the story.

An intimate view of fear, identity, control, and resistance to change. Readers can recognize the human stakes behind decisions that may otherwise seem irrational.

2 THE KEYNOTE

Recognize yourself in it.

The Cost of Standing Still · Trey connects the story to the audience's challenges through guided conversation, reflection, and stress reduction techniques. The focus: managing fear so it does not dictate decisions.

3 THE WORKSHOP

Practice a different response.

From insight to action · Participants explore where fear may be shaping their choices, practice needed conversations, and build a focused 30-day action plan for navigating change with greater clarity and connection.

No prior reading required. The keynote introduces the story; the book gives people a way to revisit and deepen the reflection afterward.

BRING THE STORY AND THE EXPERIENCE TO YOUR AUDIENCE.

Discuss your event. Support@TreyMalicoat.com