

TREY MALICOAT, M.S.

REAL STORIES. REAL CONNECTION.

The experience behind
The Cost of Standing Still



Help your audience move from fear to forward motion.

When change threatens identity, even a sound business decision can meet costly resistance. Give your audience an experience that helps them understand that fear and work through it. Trey connects stories from the front lines of tragedy, executive coaching, and his own boardrooms to the decisions your people face now.

MANY PERSPECTIVES. ONE HUMAN CONNECTION.

1

On the front lines

As a traumatologist, Trey's work at 9/11, the Columbine High School shooting, and the Pulse nightclub shooting brings perspectives on fear, loss, and human connection.

2

In executive coaching

Individual conversations reveal the fears and pressures behind decisions that look straightforward.

3

In his own boardrooms

Building companies and leading healthcare organizations grounds the stories in real business stakes.

4

In the audience's experience

A guided journey of self-reflection, discovery, and motivation, woven into one engaging experience.

ENGAGEMENT THAT LEADS TO PRACTICAL ACTION

Stories draw people in. Questions and reflection make the experience feel like a facilitated conversation. Trey teaches practical stress reduction techniques to reinforce the importance of managing fear. Audiences leave with a clearer way to recognize resistance, steady themselves, and begin a needed conversation.

HELP PROTECT YOUR INVESTMENT IN CHANGE

For leaders navigating automation, growth, or new ways of working, this keynote addresses the human barriers that can undermine implementation. Help your people protect trust, reduce avoidable rework, and support smoother adoption. Add the workshop to turn insight into practice and a focused 30-day action plan.

BRING THE COST OF STANDING STILL TO YOUR AUDIENCE.

Share your event date, audience, and the change they are facing. Let's discuss fit and availability. Virtual or in person.

Discuss your event.

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