

SPEAKER AND BUSINESS CONSULTANT



JULIE BLAKEY

TEAMS | MANAGEMENT | SALES

After cramming what feels like two lifelong careers into two decades, Julie is now on her third endeavor in the business world quickly becoming a sought-after consultant for her straight-shooting approach to all things business. A self-declared people expert, Julie believes that while no two people are alike, there are personality traits and individual strengths (and weaknesses) that make up a person and allow them to capitalize on their strengths when they truly know who they are. She'll challenge you, ask you what's next, and push you to get started on something - believing that a dream is only a wish until you've taken the first step.

After a successful career in direct sales and network marketing - retiring from that at the top 2% of the company,

with more than 500 customers, 65 team members, and one of the youngest to ever reach her position - and definitely more than the 10,000 hours needed in observing and selling, she moved into the wedding and event industry. Starting her wedding planning business from her dining room table without knowing a single soul was a little overwhelming, but to her, it was the right amount of a challenge. The very first networking organization that Julie became a member of was SWP, so it holds a very special place in her heart! After some definite highs and lows, some grey hairs from persnickety clients, and a few extra pounds added on from late-night eating in the storage closets while happy clients danced the night away, Julie grew her wedding planning business to several full-time planners, a passel of part-time and weekend warriors before knowing that a change needed to be made. Kids only stay kids for so long and she knew she needed and wanted to be home on the weekends and more present for them. After selling Refined Romance Events in 2018, she planned to take a few months off before launching her consulting and speaking career, but people started calling and without even a name or much of a plan, Julie found herself with a full load of amazing clients and full-time hours within a few short months.

Don't mistake her no-nonsense approach as uncaring. Born and raised in Texas, Julie's got a heart of gold and cares deeply that she'll inspire change in anyone she's around. Her clients will tell you that she's a passionate person who is always pushing the envelope, challenging the status quo, and making sure that each coaching or speaking session is dynamic, addresses the heart of the problem, and leaves you with actionable items to work on.

Through the years and countless hours of sessions and speaking engagements, Julie has realized that her passion is most for management, teams, and sales. When the right people are in the right positions, and they are focused on their natural strengths and personalities, it can make all the difference. The reverse is sadly even more powerful - creating chaos, bad culture, and stunting growth. Julie makes it her goal to help you get closer to becoming the person and company that keeps pressing forward. She believes that with just the right amount of healthy risks you can create sustainable, impact-focused businesses comprised of happy and fulfilled employees.

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