

Leading with Appreciation

The Untapped Power to Inspire and Engage

Speaker: Catherine Ducharme

Founder & Principal, Fluency Leadership | Leadership Coach | Speaker

Overview

Most leaders don't have an appreciation problem. They have an appreciation gap.

In this keynote, Catherine Ducharme explores what appreciation truly is, why it matters more than we realize at work, and why so many leaders hold back, even with the best intentions. Drawing from her TEDx Talk and her upcoming book, SEEN: The Untapped Power of Appreciation, Catherine shows how appreciation becomes powerful when it's expressed with intention, care, and attention to what resonates.

This keynote builds on—but goes deeper than—the ideas introduced on Catherine's website. It gives event planners and audiences a clearer sense of the arc of the talk, the leadership lens it brings, and the impact it creates in the room.

The result: people feel seen, and they choose to bring their best.

Key Learning Outcomes

- Gain clarity on what appreciation is (and what it isn't), and why it's often overlooked in leadership.
- Understand why leaders hesitate to express appreciation, even when they value their people.
- Learn how to express appreciation in ways that feel genuine, meaningful, and aligned with who they are.
- Leave with practical insights they can apply immediately to strengthen trust and connection.

Audience

This keynote is designed for leaders at all levels, including senior leaders, mid-level leaders, emerging leaders, and aspiring leaders.

Format

- Keynote (45–60 minutes)
- In-person delivery

About Catherine



Catherine Ducharme is the Founder and Principal of Fluency Leadership and brings over 35 years of experience as a leader in marketing, communications, and senior leadership roles across multiple industries.

A certified coach and TEDx speaker, Catherine is the author of the upcoming book *SEEN: The Untapped Power of Appreciation*. She is known for her warm, grounded presence and her ability to translate complex leadership ideas into insights that feel practical, human, and immediately relevant.

What Participants Say

“Thank you, Catherine, for sharing your research and perspective with us. Articulating and providing definitions for the difference between appreciation and recognition was just one of the valuable nuggets I am taking away from today.”

~ Nekolina Lau, Strategic Communications Executive

An incredible presentation indeed, a great reminder on the power of appreciation! Thanks, Catherine.

~Shruti Gupta, International Association of BC Chapter Leader

Let's Connect

If this conversation feels like a fit for your audience, I'd love to explore it with you.

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