

TRACY SHEEN

SPEAKER
KIT · 2026

CSP · SPEAKER · AUTHOR · AI
GOVERNANCE

Human-led. AI- leveraged. The Augmented Workforce.

Australia's practical AI guide for

tracysheen.com



A speaker who leaves the room capable, not anxious.

Tracy Sheen is one of Australia's most trusted voices on practical AI for business. She takes the intimidating and makes it usable, giving audiences plain-language, human-first strategies they can act on Monday morning.

A Certified Speaking Professional — the credential held by the top 12 percent of professional speakers worldwide — Tracy is a two-time award-winning author, a director on the Professional Speakers Australia National Board, and creator of the GIST AI Framework used across corporate Australia. She has 30 plus years in digital and tech, including launching SMS and the original iPhone in Australia.

She runs her entire business from a caravan, travelling full-time across Australia with her partner and their animals. **Human-led. AI-leveraged. The Augmented Workforce** — lived, not just spoken.



On the road — Tracy runs the business full-time from a caravan.

AT A GLANCE

The credentials behind the calm.



Awarded the CSP designation by Professional Speakers Australia, February 2026.



Certified Speaking Professional (CSP), held by the top 12 percent of speakers worldwide.



Two-time award-winning author of *The End of Technophobia* and *AI & U: Reimagine Business*.



Board member, Professional Speakers Australia, and senior advisor to Software Australia.



Creator of the GIST AI Framework, used across corporate Australia.



30 plus years in digital and tech — including launching SMS and the original iPhone in Australia.

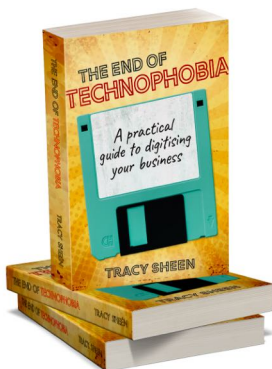


National media commentator. Channel 7, the AFR, CEO Magazine, Fast Company.

PUBLISHED & AWARDED

Two books. Thousands of businesses moved.

Tracy's writing has guided thousands of business owners and leaders through practical AI adoption — plain language, human-first, and grounded in the work people actually do.

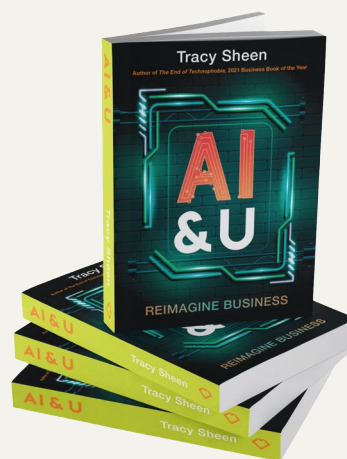


The End of Technophobia

A practical guide to digitising your business



Australian Business Book Awards 2021 — **Book of the Year** and **Best Technology Book**.



AI & U: Reimagine Business

The plain-language playbook for AI in business

Australian Business Book Awards 2025 — **Finalist**

Read more at tracysheen.com/books

Four conversations. One framework.

Every keynote, workshop and boardroom briefing Tracy delivers sits on the **GIST framework** — her governance-first approach to AI. The entry point shifts with your audience. The substance holds. Pick the conversation your people need most.

G Guardrails

What protects us?

Define what stays in-house and what goes to AI. Protect client data, IP and business reputation. Set the rules before your team sets their own.

LEAVES WITH — a clear line between what stays in-house and what AI can touch.

For boards, risk and governance.

I Intent

Why are we using AI?

Get clear on what the business actually needs AI to do. Identify the productivity and efficiency wins. Align to business goals, not the hype.

LEAVES WITH — a shortlist of where AI earns its keep, and where it doesn't.

For leadership teams sorting signal from noise.

S Strategy

What is the plan?

Build a practical plan using the intelligence already in the room. Sequenced for your team, your tools, your timeline. No vendor-led roadmaps.

LEAVES WITH — a sequenced AI plan built from the room's own intelligence.

For organisations ready to move.

T Practical Training

What must we learn?

Roll out in a way that sticks. No overwhelm. No resistance. Confidence that cascades from the top down.

LEAVES WITH — the confidence to put AI to work on Monday.

For teams who need capability, not a software demo.

LEADERSHIP PROMPT

If your board met tomorrow, which pillar would your organisation fail on first?

Formats.

Keynote

45 to 90 minutes

Conference main stages, association events, leadership days.

Boardroom briefing

Half or full day

Governance-focused, built for board and executive teams.

Workshop

Full day with facilitation

Hands-on, team capability building.

Virtual session

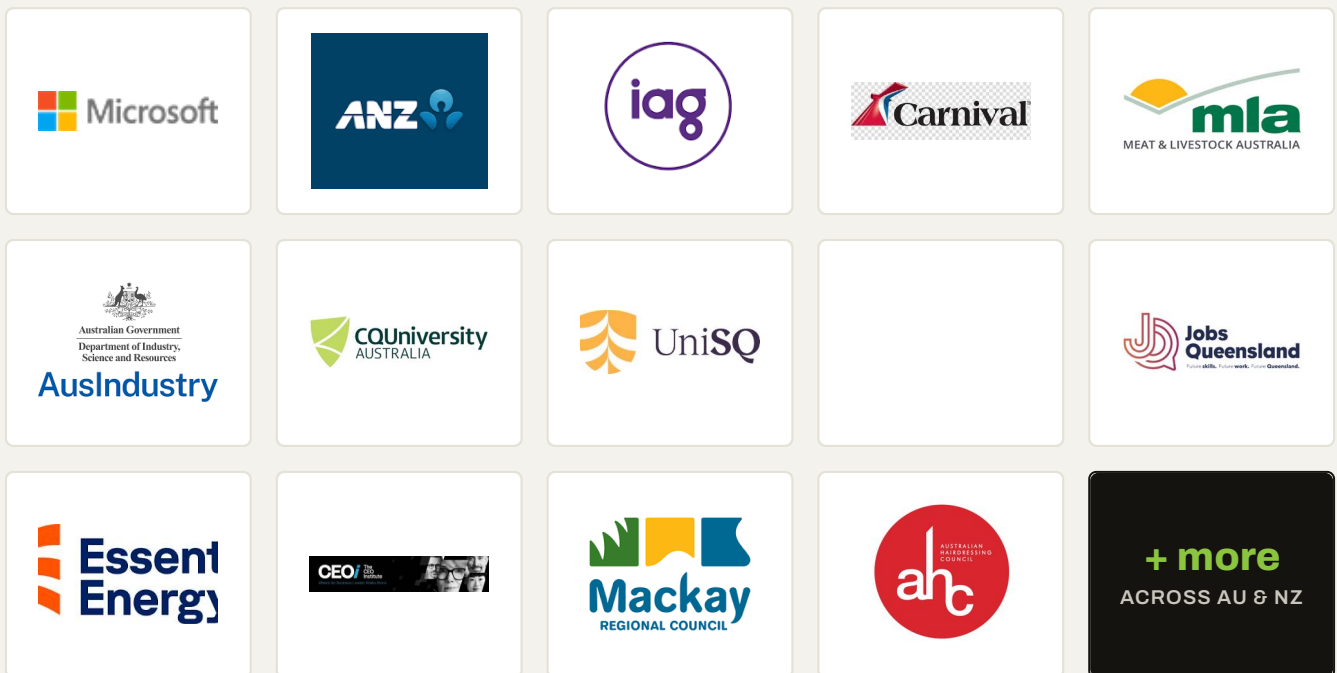
Adapted for online

Keynotes and masterclasses adapted for distributed teams and hybrid events.

TRUSTED BY

The rooms that keep booking her.

From boardrooms at Microsoft, ANZ and IAG to regional councils and industry bodies across Australia — Tracy meets every audience where they are.



The Tracy effect.

“

If anyone can guide people to understand and embrace AI and digital for their business, it's Tracy.

David Koch



“Tracy took a complex, sometimes intimidating topic like AI and translated it into simple, human-first strategies busy business owners can actually implement. Our audience left with tangible strategies, renewed confidence, and a sense of *I can do this*. That's the Tracy effect.”

**Social Media and Marketing Conference
2025**

“Best keynote I've ever been to. Tracy delivered with energy, clarity and real practical depth. Our audience left with tools they could use immediately. The feedback was unanimous.”

Event host

CASE STUDIES

Real rooms. Real results.

Real Australian organisations, documented engagement by engagement — the rooms, the numbers, and what people took back to work.

SIX MONTHS ON STAGE · JANUARY TO JUNE 2026

25

stages delivered

1,961

people in the room

9.4

average post-event rating

305 leaders

Turned a looming Privacy Act deadline from a blind spot into a plan leaders could action on Monday.

INDUSTRY PEAK BODY · NSW
· KEYNOTE

30
hrs / month
back

68 owners fitted AI to the way they already work. One left with a month of marketing done — and 30 hours a month back.

BUSINESS EXCELLENCE
PROGRAM · QLD

\$11.5k+ in 2
hours

Two hours turned ideas into real, usable business assets for WA gymnastics clubs. Every person in the room asked for more.

SPORT PEAK BODY · WA ·
WORKSHOP

4.8/5 top session

Keynote and practical workshop — the highest-rated session at the 2026 Western Downs Business Summit.

BUSINESS SUMMIT · QLD

3
docs in one
day

Aligned 10 EWPA leaders on the AI ground rules before Microsoft Copilot went live. They were acting on it within hours.

INDUSTRY ASSOCIATION ·
NSW · BOARDROOM

92% confidence lift

Four workshops in one week took 39 small businesses across the Western Downs from wary to confident.

REGIONAL ROADSHOW · QLD

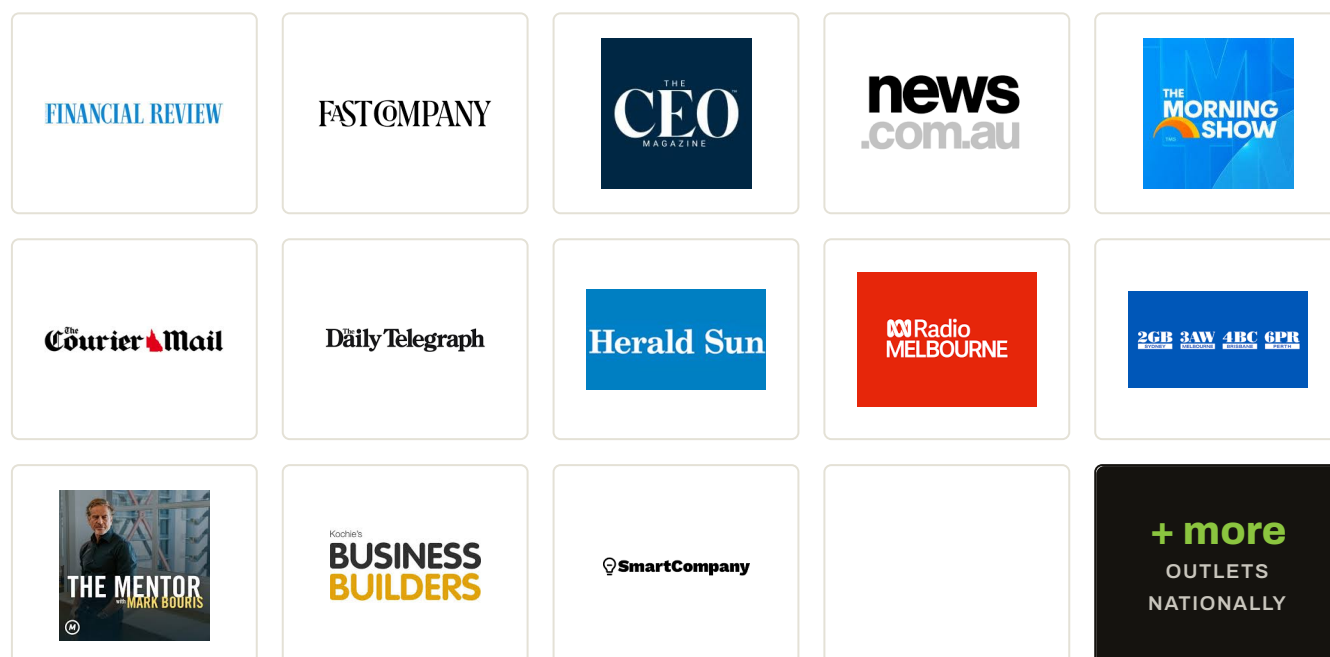
Full case-study library at tracysheen.com/case-studies

AS SEEN IN

A trusted national voice.

Tracy is a regular media commentator on AI for business, translating fast-moving change into plain language audiences trust.

FEATURED ON



Full media catalogue at tracysheen.com/media

Booking Tracy.

Travel

Travels from Brisbane. Tracy books her own travel (Virgin flexible, Accor). Fee plus travel from Brisbane.

Investment

On application. Fees vary by format, audience and location. Ask and Tracy will give you a straight answer fast.

On the day

Lavalier or headset mic, a confidence monitor where possible, and the ability to present her own slides. Full technical requirements confirmed on booking.

TRACYSHEEN

READY TO TALK?

Book a 30 minute call and get a straight answer, fast.

zcal.co/tracysheen/30minphone →

Tracy Sheen · Speaker, Author, Creator of the GIST AI Framework

BOOKINGS

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