

# Tracey Campbell

Keynote Speaker | Behaviour Consultant | Trainer | Author



St. Paul's School  
The British School of São Paulo



*'Tracey delivered a keynote to open our 5th annual conference for 2023 with the theme, 'Shaping the Future, Transforming lives'.*

*The feedback from Tracey's keynote has been incredibly positive with many team members emailing me personally about how Tracey's keynote had had a positive impact on them. Many staff said Tracey was the most inspirational speaker we have had and how her story, which she told in such an enchanting and emotive way, had already affected their practice in schools.'*

**Sophie Powell**

**Executive Headteacher and Trust Leader for School Improvement  
The Compass Partnership of Schools**

# Keynote Costs

Tracey is well known for captivating audiences with her keynotes both in person and online. She speaks passionately to school leaders or whole school teams about the collective need to increase capacity to see beyond a student's behaviour; cultivating the kind of culture that balances high expectations with high regard.

Whatever your event, Tracey's distinctly humorous and inspirational keynotes will leave your audience empowered to face the challenges of post-Covid education with care, compassion and a consistent approach.

**Duration:** 45mins with 15mins of Q & A

**Cost:** From £2995 plus VAT

# Workshops

All keynote themes are available as workshops.  
These can be delivered at the same event, following a keynote.

**Keynote & workshop cost:** From £3995 plus VAT



# Keynotes

## Will You be the One?

Tracey has a gripping story of how her own challenging behaviour at school led to 6 suspensions from primary and secondary school combined. She knows first-hand the profound impact that a teacher can have on a young life when they decide to be a constant caring presence in the life of a student.

This keynote **touches the hearts of adults and changes the lives of students** because it compels leaders to help the students in their care to press beyond their perceived boundaries.

Through this keynote Tracey reminds teachers and leaders about the potential they have to change the trajectory of a young life by being the adult who sticks with them for the long haul.

**With a soul-stirring communication style, this keynote leaves listeners:**

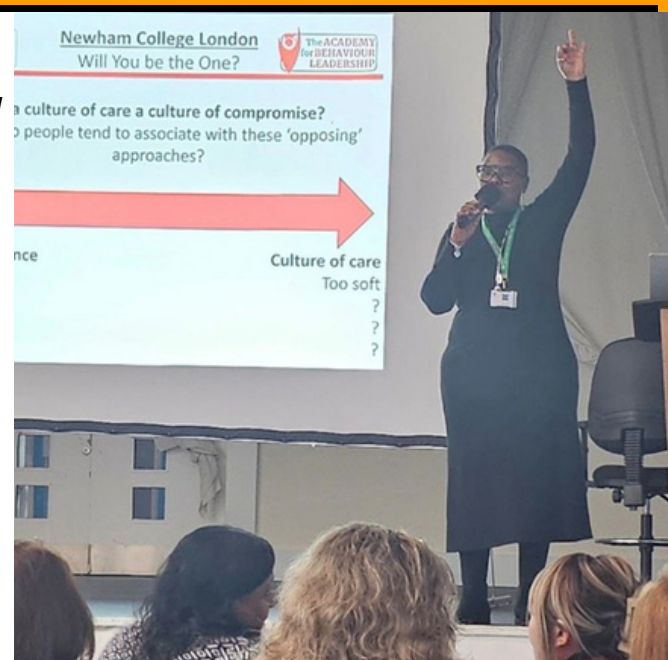
- **Empowered** to face the challenges of post-Covid education with grit and grace.
- **Confident** that they can cultivate the kind of heart that welcomes all and the kind of skill that reaches all.
- **Renewed** in their commitment to cultivate a culture where a high regard for students is maintained through great days and grey days.

*'This was a highly engaging and motivational session. I learned a lot from this and felt inspired to reflect on my actions for the development of my learners.'*

*'We had been stuck with a student, and this session inspired me to think of new ways to help him!'*

*'Outstanding, one of the best guest speakers we have ever had at our college development days'*

**CPD Day at Newham College**



## Conscious Communication, Consistent Care

As a former teacher, Tracey has had the joy of working in the beautiful mosaics formed through diverse, inner city school communities. As a result, she is often called upon to help staff teams better understand how to engage and build quality relationships with students and their families.

This keynote makes the case clear that any attempt to improve these relationships must begin with a **commitment to conscious communication and consistent care; where families feel celebrated and not just tolerated.** Staff teams are encouraged to reflect on how their feelings affect their dealings with families and how 'relational credit in the bank' can be gained and used to best effect.

This keynote challenges the perspectives of practitioners who can often see problems, rather than seeing people who need support and patience.

### **This keynote has helped school teams to:**

- **Evaluate** their heart posture towards the students and families in their school community.
- **Consider** the impact of their words and their ways.
- **Increase** their capacity to support students to push beyond perceived boundaries.

*'Tracey's keynote was absolutely inspirational!  
Tracey has a unique ability to bring both expertise and humour to her work, which engages and informs her audiences.'*

*Fundamentally, we were really inspired to think about our role as adults in every professional transaction and to remember the importance of the behaviour that we model to students on a daily basis.*

*All of our staff left feeling renewed and positive but also thinking about the work we do with students and how our own responses to their behaviour can set the tone for the quality of working relationships with students.*

**Gerry Robinson – Executive Headteacher  
Haringey Learning Partnership**

## Behaviour Leadership: Managing Students, Mobilising Colleagues

**The post-Covid classroom calls for a different approach to the leadership and management of behaviour.**

With rising levels of mental health problems among children and young people, leaders need to be able to cultivate the kind of culture where students feel safe, and staff feel supported.

This keynote seeks to help leaders understand how to make lasting impact on behaviour culture, through the building of robust systems and provision of high quality support.

### **Key takeaway:**

How to position your school to be among the best in the country for building cultures of care where students are loved as they learn and forgiven when they fail.

## Some Things Never Change

**The education sector can often seem like a conveyor belt of new initiatives.**

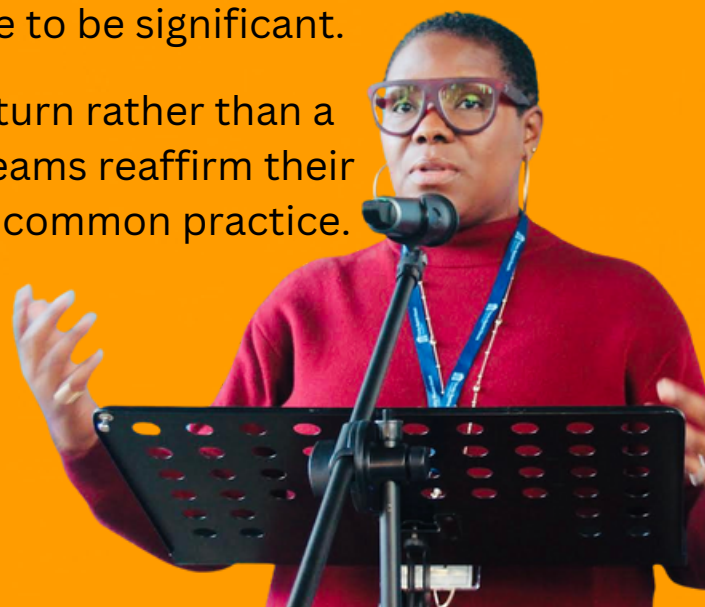
No sooner has one been grasped, another one is introduced. Leaders in schools can feel as though they are chasing their tails to keep up.

The truth is that new, doesn't always mean improved and in some cases the best thing school leaders can do is return to the age-old principles of school improvement that can easily seem too simple to be significant.

In this keynote, Tracey makes a case for 'a return rather than a revelation,' where school leaders and their teams reaffirm their commitment to making common knowledge, common practice.

### **Key takeaway:**

How to ensure that adults and children alike experience a school ethos that is embodied; where there is no gap between what is expressed and what is experienced.



# Step One

Please complete a booking form using the link below:

<https://www.togethertransformingbehaviour.com/keynote-booking-form>

# Step Two

**Following the booking form submission, you will receive:**

- Confirmation that the requested date is available.
- A work agreement summarising the details provided and work agreed.
- A request to confirm acceptance of the work agreement terms within 3 days.

# Step Three

**Upon receipt of the signed agreement:**

- An invoice for the full fee will be sent.
- Payment must be made in full in order to confirm the booking.
- The client will be sent a link to book in for a 20min call to discuss any particulars about the event.



# Testimonials

*‘Tracey delivered her keynote for my team following the pandemic, at a time when we really needed a boost of inspiration. I can honestly say that she surpassed my expectations by a mile! She took my team through the powerful account of her own story; a student who had mastered how to use her behaviour to get the recognition that she desperately needed.*

*We were reminded of the importance of strong relationships and how to use, ‘language that releases, rather than language that locks,’ in our interactions with students.*

*This was an unforgettable keynote, the lessons from which will resound in our ears and ethos for years to come!’*

**Paul Chambers - Principal  
The Skills Hub Alternative Provision**

*‘Tracey delivered an inspiring keynote to our team about how we can transform the behaviour of our students.*

*The keynote was virtual and even online Tracey was able to present in an energetic style that left our team motivated. One of our team commented, ‘Tracey is an authentic speaker with an inspirational story. I think she can help us a lot going forward.’*

*The feedback was so overwhelmingly positive that we quickly booked Tracey in to do a follow up in-person INSET with the whole team.’*

**Annette Moses – Principal  
South Bank University Academy**



# About Tracey

Tracey Campbell is the CEO and Founder of **Together Transforming Behaviour Ltd** and the **Academy for Behaviour Leadership**. She is a Keynote Speaker, Behaviour Consultant, Trainer and Author.

Tracey is a dynamic speaker and trainer who speaks candidly about her own challenging behaviour, which led to multiple fixed-term exclusions from both primary and secondary school. She believes that it was the constant caring presence of one teacher that transformed her school experience; helping her to see that challenging behaviour need not define her present or dictate her future.

As a primary school teacher, Tracey soon became known for her joy-filled style of teaching, leading to one school leader comparing her literacy lesson to a trip to the theatre!

Tracey's ability to positively engage children with behaviour difficulties was quickly detected leading to her becoming one of the UK's first Advanced Skills Teachers in Behaviour Management.

In 2012, Tracey became the CEO and Founder of **Together Transforming Behaviour**, a company providing training and coaching to teachers and parents, helping them to understand and respond to children's behaviour.

She recently founded **The Academy for Behaviour Leadership**; a one-year course designed to train behaviour leaders to transform behaviour culture.

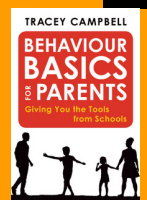
Tracey is a captivating trainer with a clear message to adults working with children in school: will you be the one to choose to cherish children in their challenging moments?

Her keynote speeches are consistently described as **'outstanding'** and **'inspirational'** and conclude with a call for listeners to move beyond inspiration to application of the keynote principles.

Tracey is the author of two books, **'Will You be the One? Touching the hearts of teachers, changing the lives of children with challenging behaviour,'** published in 2012.



Her second title **'Behaviour Basics for Parents; Giving You the Tools from Schools'** was published in 2017.



Tracey featured in the 2014 Channel 4 documentary **'Mr Drew's School for Boys'** and later appeared on **ITV's This Morning** and **BBC Radio 5 Live**.



# The Academy for Behaviour Leadership

A one-year course for leaders of behaviour in schools

The rise in **sanctions, suspensions and exclusions** requires a new approach

To transform behaviour culture, we need to train behaviour leaders



Beginning February 2024

Academy Founder  
**Tracey Campbell**

Behaviour Consultant  
Teacher, Trainer  
& Author

- 12 academy modules
- 9 academy tutors
- 1 academy aim:

*To restore a culture of trust and cooperation between students and teachers.*



**SIGN UP NOW**



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