

MEDIA KIT

Kathy Baldwin

Speaker | Author | Business Architect

Making the invisible structures shaping business, leadership, technology, behaviour, and change easier to see.

Founder of Finally Business Systems
Author of You Are Not the System
Host of The Finally Feeling Podcast

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Kathy Baldwin changes the way audiences see the problem.

Kathy helps founders, leaders, and teams see the hidden structures shaping business, leadership, technology, behaviour, and change. Her work challenges surface-level solutions and shows where founder dependency, unclear business logic, broken buyer pathways, inherited patterns, and misassigned work are creating the pressure people are trying to solve.

SHORT BIO

Kathy Baldwin is a speaker, author, and business architect who helps founder-led businesses stop depending on the founder as the operating system. She is the founder of Finally Business Systems and author of *You Are Not the System*. Her work connects business architecture, founder behaviour, buyer experience, systems design, AI, and human intelligence.

LONG BIO

Kathy Baldwin has spent more than forty years working across sales, operations, customer experience, leadership, technology, process improvement, and founder-led business. She is known for seeing the pattern beneath the visible problem and connecting areas most people treat as separate: business structure, human behaviour, leadership, communication, buyer experience, technology, and change.

As the founder of Finally Business Systems and author of *You Are Not the System*, Kathy helps founders identify where the business still depends on their memory, judgment, emotional labour, translation, and constant availability. She then helps extract the founder's intelligence into clearer roles, decisions, pathways, systems, automation, AI support, and operational infrastructure.

Her speaking is direct, practical, and designed to leave audiences with a lens they can use after the event ends.

Ideas that change how the audience sees the business, the system, and their role inside it.

YOU ARE NOT THE SYSTEM

How founder dependency develops, why growth makes it more visible, and what must change before the business can scale.

Best for: founders, entrepreneurs, leadership groups, women in business, business associations

ARCHITECTURE BEFORE AUTOMATION

Why tools, workflows, and AI cannot fix unclear logic, broken pathways, or missing business architecture.

Best for: AI conferences, technology events, operations leaders, innovation and digital transformation audiences

MAKING THE INVISIBLE VISIBLE

How hidden expectations, undocumented knowledge, emotional labour, and personal patterns shape performance and change.

Best for: leadership, workplace culture, personal development, women's events, and transformation-focused audiences

Conversations that go beneath the visible problem.

The Founder Is Where the Missing System Hides

Why capable founders become the memory, translator, approval process, and rescue system.

Human Work vs. System Work

What stays human, what belongs with a team, and what systems, automation, and AI should carry.

The Buyer Journey Is the Whole Business

Why buyer confusion and stalled decisions reveal gaps far beyond sales.

When Personal Patterns Become Business Systems

How over-giving, rescuing, people-pleasing, and hyper-responsibility become operational structures.

AI Should Support Human Intelligence, Not Replace It

How to use AI without stripping judgment, context, relationship, or discernment from the business.

SUGGESTED INTERVIEW QUESTIONS

- Where does founder dependency hide before the founder recognizes it?
- Why does automation often make a broken business feel more complicated?
- What does it mean to extract founder intelligence?
- How do personal survival patterns become business systems?
- What should remain human in an AI-enabled business?

Everything needed to introduce, feature, and promote Kathy accurately.

AVAILABLE ASSETS

- High-resolution headshots
- Transparent-background portrait
- Short, medium, and long bios
- Book cover artwork
- Speaker one-sheet
- Approved topic descriptions
- Social and website links
- Event introduction copy

SELECTED FEATURES

PBS / Recipe for Wellness

PODCASTARS Magazine

Only verified appearances should be used publicly. The media page on KathyBaldwin.me remains the source of truth for current proof and links.

Podcasts, summits, and digital media

BRAND LANGUAGE

Preferred description

Kathy Baldwin is a speaker, author, and business architect who helps founder-led businesses stop depending on the founder as the operating system.

Core line

You are the source of the intelligence. You are not the operating system.

Do not describe Kathy as

A generic motivational speaker, AI automation expert, business coach, or software implementer. Her work is business architecture grounded in human behaviour, buyer experience, and founder intelligence.

BOOKING & CONTACT

Bring a perspective to the room that changes what the audience sees next.

Speaking and interview inquiries

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SOCIAL

LinkedIn: linkedin.com/in/finallykathybaldwin

Instagram: instagram.com/finallykathybaldwin

Facebook: facebook.com/finallykathybaldwin

YouTube: youtube.com/@FinallyKathyBaldwin

THE FINALLY FEELING PODCAST

finallypodcast.com



**The pressure you are carrying
is often the system your
business has not built yet.**