Bourne Executive Performance Experiences™

Speaker dossier | Cassandra Bourne

Executive performance for consequential rooms.

The invitation

Bring Cassandra Bourne into the room when the stakes are high, the audience is accomplished, and a merely motivational hour will not be enough. Her keynotes help leaders improve judgment, trust, communication and standards—then convert insight into disciplined action.

Designed for the people responsible for the room

- Corporate and association event planners
- CEOs, executive teams and boards
- Chief learning, people and talent leaders
- Retreat, summit and leadership-program conveners
- Speaker bureaus and institutional partners

Three launch keynotes

Keynote	Best-fit moment	Audience leaves able to…
The Consequential Room™	A high-stakes decision, transition or alignment moment	Read the room more accurately, name what matters and act with disciplined courage.
Trust Before Agreement™	Misalignment, friction or cross-functional complexity	Build usable trust before consensus and move through disagreement without losing the relationship.
What Becomes Possible at a Higher Standard?™	Growth, reinvention or a reset in expectations	Distinguish aspiration from standard and translate a higher bar into observable behavior.

The Consequential Room™

Every consequential room asks more than confidence. It asks for discernment: what must be said, what must be protected, and what the moment requires from each person with influence.

Ideal for

- Executive retreats and leadership summits
- Board and senior-team gatherings
- Organizations navigating change, scrutiny or consequential decisions

Audience outcomes

- Recognize the invisible dynamics shaping the room
- Separate urgency from consequence
- Communicate with clarity without flattening complexity
- Leave with a practical method for preparing for consequential conversations

Customization prompts

Current organizational moment • audience authority and accountability • decisions or conversations ahead • cultural language to honor or avoid.

Trust Before Agreement™

Agreement is not the starting condition for serious collaboration. Trust makes disagreement usable—so capable people can challenge assumptions, surface risk and still move together.

Ideal for

- Cross-functional leadership groups
- Associations and professional communities
- Post-merger, transformation or high-friction environments

Audience outcomes

- Distinguish trust from comfort, approval and consensus
- Identify behaviors that make candor safer and decisions stronger
- Reduce avoidable friction across roles and viewpoints
- Use a practical trust-before-agreement conversation framework

Customization prompts

Where trust is being tested • recurring points of friction • the cost of politeness or avoidance • upcoming decisions that require candor.

What Becomes Possible at a Higher Standard?™

A higher standard is not perfectionism. It is a clear, chosen way of working that makes better performance repeatable—and gives people language for what excellence requires now.

Ideal for

- Organizations raising expectations after growth or transition
- Leadership conferences focused on excellence and accountability
- Teams replacing heroic effort with disciplined practice

Audience outcomes

- Name the standard the next chapter requires
- Translate values into observable decisions and behaviors
- Spot where inherited norms are limiting performance
- Choose one immediate standard-setting action

Customization prompts

The next chapter • standards already claimed • gaps between promise and practice • what must become consistent.

Formats and engagement architecture

Format	Typical use	Includes
Keynote	Shared language and catalytic shift	Discovery, tailored keynote, organizer debrief
Keynote + application	Insight plus facilitated application	Keynote, working session, tools and follow-through recommendation
Institutional engagement	Deeper adoption across a system	Executive session, keynote/workshop sequence, intensives or advisory by proposal
Virtual keynote	Distributed audiences	Live virtual delivery, customization and digital resources

Indicative investment

Experience	Starting investment
Virtual keynote	USD 15,000
Canada / U.S. keynote	USD 20,000 + travel and accommodation
International keynote	USD 30,000 + travel and accommodation
Keynote + application	USD 25,000
Working or institutional engagement	By proposal

Final scope and investment depend on audience, location, customization, recording rights and follow-through.

About Cassandra Bourne

Cassandra Bourne is Founder and CEO of Bourne Global Enterprises and an Executive Performance Architect™, Institution Builder™ and Strategic Advisor™. Her work integrates executive communication, performance discipline, institutional thinking and the cultivated presence required when decisions carry consequence.

Her perspective is informed by an international career in performance and education, including work as an International Higher-Level Examiner, International Adjudicator, Elite Master Voice Teacher and award-winning Canadian soprano. She holds a Master of Music from McGill University and a Bachelor of Music Education from the University of Toronto, and founded and led Arts Integra Centre from 2000–2019.

What makes the work distinctive

- Substantive, not performative: ideas built for experienced leaders
- Architectural, not generic: every engagement begins with the organizational moment
- Practical, not reductive: audiences leave with language and actions they can use
- Expandable: a keynote can become an executive conversation, intensive or advisory pathway

Evidence with integrity

BGE distinguishes advisory outcomes from speaking outcomes. Existing client evidence demonstrates Cassandra's strategic depth; keynote-specific testimonials, footage and institutional results will be collected through the evidence protocol included in the engagement process.

Planning essentials

Area	Planning note
Audience	Executive, leadership, professional and association audiences; final fit confirmed in discovery.
Duration	Commonly 45–75 minutes; application sessions and executive conversations scoped separately.
Delivery	In person or live virtual.
AV	Professional sound, confidence monitor where available, presentation feed, stage lighting and recording plan agreed in advance.
Travel	Professional economy/business arrangements appropriate to routing; ground transport and hotel scoped in agreement.
Recording	Requires written permission and a defined license; no implied perpetual or commercial use.
Accessibility	Share captioning, mobility, sensory and communication requirements during planning.
Customization	Organizer discovery, audience context and approved organizational language inform the final experience.

Booking

Begin with the booking questionnaire, then schedule a fit conversation. BGE will recommend the right keynote, format and follow-through pathway—not simply fill a slot.

Email: info@bourneglobalenterprises.com
Conversation: https://calendly.com/cassandra-bourneglobalenterprises
Web: https://bourneglobalenterprises.com/bourne-executive-performance-experiences/