



STREET-TESTED LEADERSHIP FOR TOUGH DECISIONS

When you work with Traci, you gain the confidence to lead under pressure and deliver results during crisis, challenge, and change.

HIGH STAKES LEADERSHIP EXPERT



MEET TRACI RUIZ, M.ED.

With 25+ years in law enforcement, Traci became one of the **highest-ranking Latina police officers** to have served in the U.S. and **Michigan's only Latina officer** to train peers in survival tactics and de-escalation for two decades. She built a career leading when the stress was high and had **zero** employee, recruit, and arrestee deaths during her watch.

From **undercover narcotics assignments** posing as a prostitute and drug dealer, to **elder homicide investigations**, Traci turned chaos into control in the most unpredictable environments.

She emerged as the resilient leader you see today by powering through a near-death accident, relentless medical battles, and the responsibility of elder caregiving.

Traci's experience is equally shaped by her faith, role as a mother, and her standing as a trusted community voice. Today, she **equips leaders to make tough decisions during crisis, challenge, and change**, giving them the tools to act decisively, inspire trust, and lead with confidence.



HIGH-IMPACT OUTCOMES

- ✓ Confidence that lasts long after the program ends
- ✓ Speed and clarity when decisions can't wait
- ✓ Mutual trust between leaders and teams
- ✓ Influence to lead others in high-stakes moments

*Trusted by decision-makers.
Remembered by audiences.
Respected by professionals.*

SIZZLE REEL



Keynote Presentations • Executive Workshops • Virtual Programs

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YOU'RE NOT JUST IN THE AUDIENCE — YOU'RE IN CONTROL ON THE FRONT LINE.

Keynote Presentations • Executive Workshops • Virtual Programs

Traci delivers programs the same way she trained police officers and supervisors in the field — through real-time scenarios that demand fast decisions, resourcefulness, and clear resolutions. You don't just listen; you step into the role, work through high-pressure situations, and leave equipped with tactical skills you can apply immediately. All-women's sessions are available by request.

HIGH STAKES LEADERSHIP FRAMEWORK™ — 6 TACTICAL STEPS TO LEAD IN CRISIS

When a 99-year-old nursing home resident was denied basic care, Traci stepped in—legally adopted her, saved her life, and rallied community support. From experiences like this came the DECIDE Model™: a proven system that turns chaos into clarity, giving leaders a process to make rapid, confident decisions.

HIGH STAKES LEADERSHIP— SPLIT SECOND DECISIONS, IMMEDIATE IMPACT

Locked in an apartment while working undercover, Traci was recognized by men cutting cocaine. With only seconds to determine her fate, she turned her decision-making skills into survival. Traci now equips leaders with proven strategies to stay composed and make confident decisions under pressure, so they can build trust and influence with their teams.

PERSONAL SAFETY & RESILIENCE— DECISIVE TOOLS FOR A HIGH-STAKES WORLD

After a near-death accident left her fighting for life, Traci proved that safety and resilience are skills you must strengthen before a crisis. Drawing from these experiences, she equips participants with hands-on tactics to prevent harm, de-escalate threats, and respond with confidence when lives and safety are at risk.

Trusted globally to deliver High Stakes Leadership strategies with audiences in the United States, India, Philippines, Malaysia, Thailand, South Africa, and beyond.

PROVEN IMPACT

"Traci's presence is powerful and down to earth...her message resonated deeply. I would absolutely hire her again." — Nick Stratton, President-MiSGMP

"Super informative and engaging...many takeaways I use daily." — Tammy Ramos, J.D. & CEO-LatinaVIDA

"Traci understands the challenges women face in leadership and empowers with tools and inspiration." — Neerja Singh, CEO-The Seenager, #inews

"Emergencies happen everyday and Traci taught me to have a plan." — Anne Willson, Event Mgr.-Community Mental Health Association of Michigan

"The best takeaway I got was how to stand and defend myself." — Shelley Long, Admin. Asst.-Michigan Association of Non-Public Schools

"After Traci's session, I feel safer, more confident, and ready to travel." — Jay Gladstone, Dir. of Sales-Calhoun County Visitors Bureau



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