



KARINA BALDWIN

CEO, MENTAL PERFORMANCE COACH,
EXECUTIVE COACH, SPEAKER, PODCAST HOST,
AND RETREAT HOST



MEET KARINA BALDWIN

Karina Baldwin, MS, is an Executive Coach and Mental Performance Specialist who helps leaders and their teams operate at their highest level - without burning out. With a background in sport and performance psychology, Karina blends science-backed mental strategies with practical leadership tools to help organizations navigate high-pressure environments, improve collaboration, and achieve sustainable success.

She has coached CEOs, founders, US Army soldiers collegiate athletes and teams across industries, equipping them with the mindset and systems to perform at their best, whether in boardrooms, on big stages, or in the day-to-day challenges of fast-growing businesses. Karina's approach is equal parts engaging, practical, and transformational, leaving audiences not just inspired, but armed with the tools to perform under pressure and thrive together.



SPEAKING APPROACH

Karina combines the precision of a performance coach with the energy of a coach who's been in the trenches with high-achieving leaders. Her speaking style is interactive, science-backed, and no-fluff - audiences walk away with strategies they can use the next day, not just a dose of motivation. She thrives in fast-paced environments, knows how to engage rooms from small executive teams to large international conferences, and ensures every session feels dynamic, impactful, and directly applicable to the audience's real-world challenges.

AUDIENCE TAKEAWAYS

When organizations book Karina, they can expect their leaders and teams to walk away with:

- Practical Stress-Management Tools for high-pressure work environments.
 - Proven Mindset Strategies to boost confidence, resilience, and decision-making.
 - Enhanced Communication & Collaboration techniques to strengthen team performance.
 - Psychology-Backed Leadership Tools to foster high-performance cultures.
 - Action Plans that turn insights into lasting behavioral change.
-

SPEAKING TOPICS

TOPIC NO. 1

Leading High Performing Teams in High Pressure Environments

LEARN MORE

TOPIC NO. 2

Master Your Mind, Master Your Momentum

LEARN MORE

TOPIC NO. 3

Halfway Never Builds an Empire

LEARN MORE

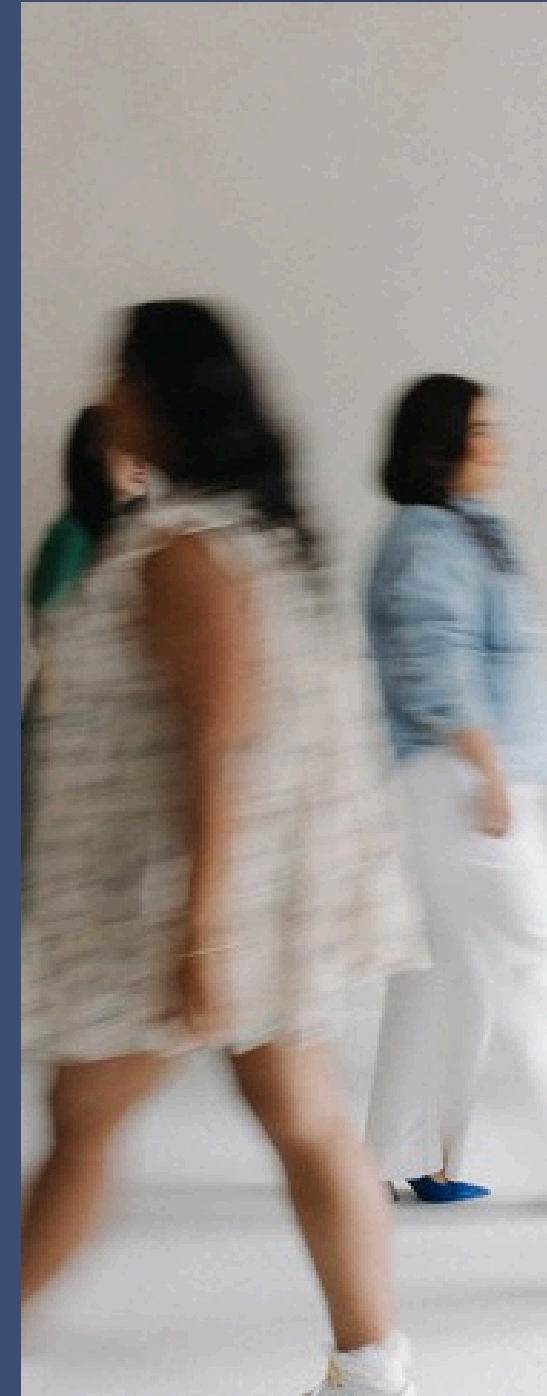


KEYNOTE SPEAKER TOPIC ONE:

LEADING HIGH-PERFORMING TEAMS IN HIGH-PRESSURE ENVIRONMENTS

Great leaders don't just manage, they create conditions for trust, communication, and peak performance. This talk helps executives and managers understand the psychology of motivation, navigate team dynamics, and build cultures that win together.

[BOOK A HIGH PERFORMANCE LEADERSHIP KEYNOTE](#)





KEYNOTE SPEAKER TOPIC TWO:

MASTER YOUR MIND MASTER YOUR MOMENTUM

Great performers don't lack stress, they know how to shift out of freeze faster. When you know how to regulate your nervous system, you stop letting stress and spiraling thoughts run the show. You'll learn how to shift into thoughts that serve you so you can show up steady, focused, and resilient. Control your mind, and you control your business.

[BOOK A MASTER YOUR MIND LEADERSHIP KEYNOTE](#)

KEYNOTE SPEAKER TOPIC THREE:

HALFWAY NEVER BUILT AN EMPIRE

Second-guessing keeps you stuck small. You'll learn how to shut the back door, burn the boats, and go all-in on yourself with unshakable belief in your ability to figure it out. Risk feels less scary when you know you're resourceful enough to always find a way.

[BOOK A BUILD YOUR EMPIRE LEADERSHIP KEYNOTE](#)



SPEAKING EXPERIENCE

AASP- Association of Applied Sport Psychology: International Conference 2025

Honeybook: Client Management Software Organization

The CEO Society: Women's Networking Group

Heels & Handshakes: Inclusive Community Dedicated to Women in Business

PNW Women's Network: Business Leadership Conference & Community

EmpowerPNW: Co-working Space and Community



TESTIMONIAL

HONEYBOOK

"All of us at HoneyBook were going so hard for you in our sidebar. The energy, the insights, the way you broke things down with clarity and conviction, just stunning. Such a masterclass. We've been hearing great feedback already, and it's clear there's a real appetite for more"

ANITA, HONEYBOOK
HONEYBOOK CLIENT WORKSHOP



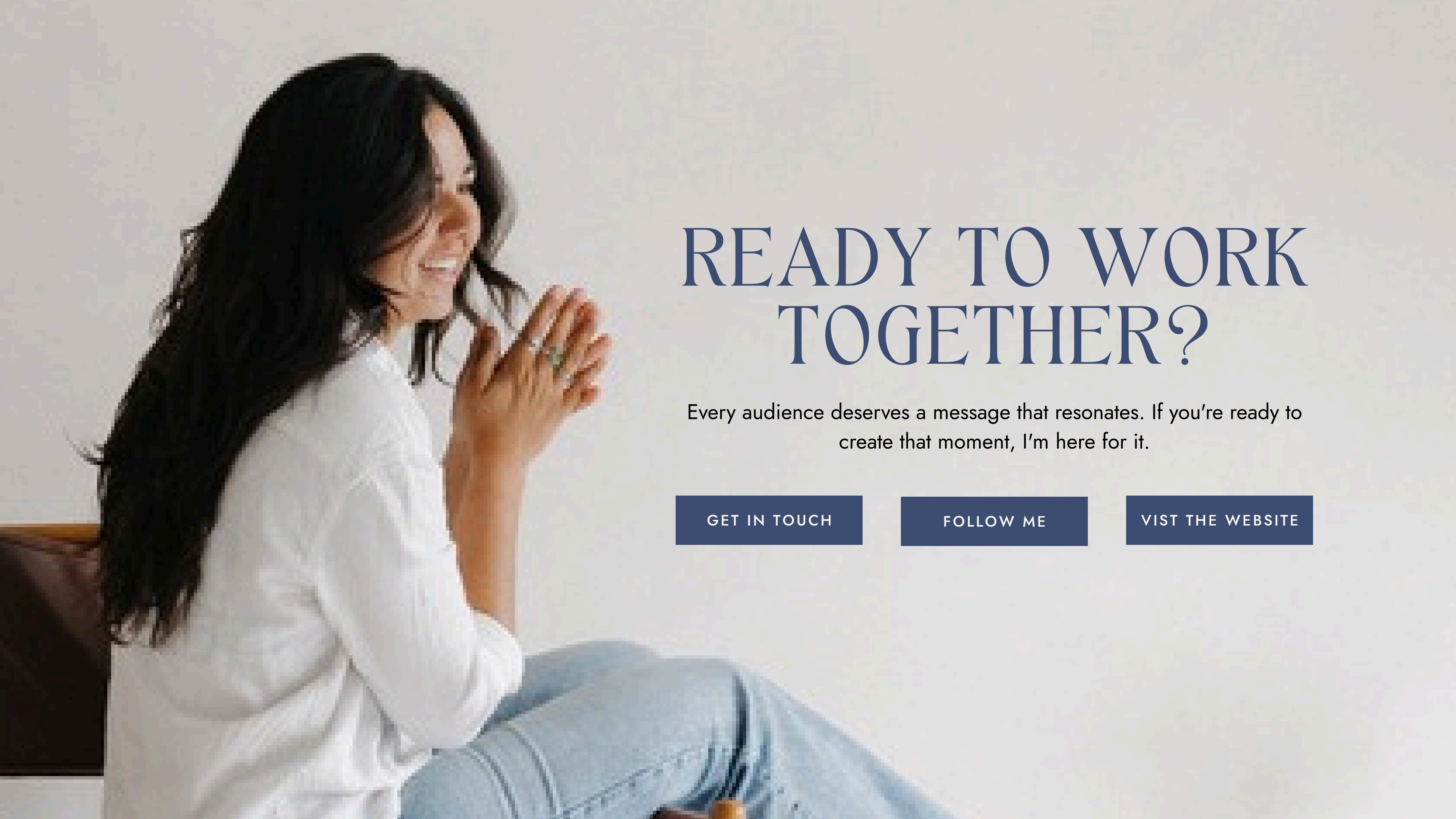
TESTIMONIAL



"Karina's sales psychology workshop is legit my favorite workshop I've ever attended. I learned SO much valuable information that I was literally able to implement the next day. I just got off a sales call with a lead, and I implemented some new tactics that Karina taught yesterday and they made me feel SO much more confident on the call. At the end of the call, I told her the price of the project, and she just said "hell yeah let's do" I was SHOCKED at how seamless it was. The things Karina told me to implement worked so well and felt so natural. SO GRATEFUL. Everyone needs to know these sales psychology"

MOLLY N., ACORN DIGITAL STRATEGY NW
EVENT: EMPOWERPNW





READY TO WORK TOGETHER?

Every audience deserves a message that resonates. If you're ready to create that moment, I'm here for it.

[GET IN TOUCH](#)

[FOLLOW ME](#)

[VIST THE WEBSITE](#)