

Julietta Skoog, Ed.S, MA:



## Keynote Speaker & Parent Educator

Looking for a rejuvenating, motivating, and inspiring experience for your next conference, summit, or professional event?

Julietta Skoog brings heart, warmth, and practical wisdom to every stage. Her keynotes and workshops help audiences move from overwhelm to connection, blending relatable stories with insights that stick. Whether your audience is a school community, a corporate team, or a circle of parents, Julietta creates experiences that are inspiring, uplifting, and truly memorable.

### Trainer: Julietta Skoog, Ed.S, MA

Julietta is an exceptional storyteller and speaker for both large and small crowds. Her lectures have been described as rejuvenating, motivating and inspiring. She is a Certified Positive Discipline Trainer with an Ed.S Degree in School Psychology and a Masters Degree in School Counseling from Seattle University. She is also the co-founder and early learning expert at Sproutable. As a school psychologist and counselor with Seattle Public Schools and over 20 years of experience working with families, her expertise includes early childhood development, autism, learning disabilities, anxiety, and behavior disorders, as well as leading small groups and large classroom lessons based on Positive Discipline and Social Thinking. Mindfulness is a key foundation in all of her work. She draws from her real life practical experience working with these thousands of students with a variety of needs and her own three children, bringing a unique ability to translate research, child development and Positive Discipline principles into everyday parenting and teaching solutions.

## Pricing, up to 2 hour lecture

Less than 50 attendees in person, or up to 200 people on Zoom = \$990

51-100 attendees in person, or 200+ on Zoom = \$1360

101-300 attendees in person = \$1830

300-500 attendees in person = \$2720

Keynote= \$5,000

+Travel expenses

## Recent Topic Examples:

Parenthood (Un)Conference, Dubai: Anxiety in Children: Helpful Strategies for Overcoming Challenges

Anxiety can be at the root of work avoidance, big emotions, sensitivity, limited social skills, withdrawn or internalizing behaviors, specific phobias, and perfectionism. Learn signs, myths, and helpful strategies to teach coping skills for overcoming anxiety in home and at school. Parents will learn tangible tools to use right away with the child in their life, and a renewed sense of hope for how they can help.

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Seattle Infant Conference, Seattle: Why You Matter: The call to service

Working with children is both rewarding and relentless. Showing up with your whole, present self can be challenging and yet we know that children thrive and develop when they are with regulated, consistent grown ups. In this inspiring keynote presentation, Julietta shares the foundation of Adlerian psychology and how it relates to the Positive Discipline tools that bring you more joy and connection with children. Find the fun, find the confidence, and be reminded of why you matter to them.

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## Positive Discipline Think Tank, Barcelona: Find the Fun

Find the Fun brings a fresh parenting perspective on how to not just survive the early years, but “enjoy every moment before it’s gone” and have no regrets when they ARE gone. Julietta’s strategies bring out your inner camp counselor so you can be connected and safe AND also hold firm to routines and expectations. Decrease challenging interactions, while increasing capability, lightness and joy- for both children AND parents. What if being playful is not your jam? Don’t worry, these tips do not require tap dancing or changing your personality, but they will help you find your own authentic way to recommit and reconnect.

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### Other Popular Keynote Themes

- **Work–Life Balance:** Practical ways to navigate the juggle with more grace, less guilt, and more joy.
- **Connection Over Perfection:** Strong relationships as the foundation for resilience at home, work, and in the community.
- **Parenting in a Digital World:** Setting boundaries, navigating screen time, and fostering healthy habits.
- **Equity & Inclusion in Family Life:** Supporting diverse families with empathy, awareness, and actionable steps.

### Formats

- **Keynote (30–60 min):** Story-driven, inspiring, and grounded in real-life experience.
- **Workshop (60–120 min):** Interactive sessions with exercises and takeaways participants can use immediately.
- **Panel or Q&A:** Honest conversations addressing your community’s unique questions and challenges.
- **Multi-Session Series:** Deep-dive learning experiences for schools or organizations wanting lasting impact.

Julietta's motivational speeches help organizations inspire connection, reduce stress, build lasting trust, improve performance, and increase employee retention by offering parenting and work-life balance tools. Julietta is experienced in delivering high-impact sessions for a variety of audiences:

## Audiences

- Education: PTSA events, conferences, parent education workshops.
  - Corporate: Law firms, wealth management, HR/employee well-being programs.
  - Private Groups: Friends, PEPS, playgroups, and neighborhood gatherings.
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## Testimonials

Julietta Skoog's training on *Navigating Anxiety, Power Struggles, and Transitions* was **incredibly impactful**. She designed the training specifically for our needs, ensuring the information was relevant and directly applicable to our work. **As an engaging and approachable speaker, Julietta made complex concepts easy to understand while providing practical strategies that could be implemented immediately.** Her deep experience working with both families and schools allowed her to offer valuable insights that resonated with everyone in the room. She inspired teachers to dig deep into their practice and try new approaches with confidence. **I highly recommend her** training to anyone looking to create more positive and effective interactions with young children!

Lisa Lukas, Director

I had the true pleasure of partnering directly with Julietta recently in my role as an early learning training coordinator. **Her wonderful mix of professionalism, relatability, warmth, flexibility, and wise experience make her a dream facilitator to work with!** Julietta happily answered our team's request to provide a two-part series both in-person and virtually, crafted

high-quality trainings that spoke to an audience of both parents and educators, and co-created an inclusive and accessible environment for our Deaf & Hard of Hearing participants. **Her trainings are fun, engaging, creative, hands-on, solution-oriented, inspiring, and directly address the real challenges of parenting and teaching.** She is generous in her resource-sharing and passionate about cultivating inclusive environments for all children. I loved working with Julietta and **can't recommend her enough as a speaker!**

Becky Krueger - Outreach Coordinator

*Julietta brings spirit to every event. Whether it's a corporate gathering, school series, or intimate parent group, she delivers experiences that inspire, connect, and equip participants with tools they can use right away.*

Book today!

[julietta@besproutable.com](mailto:julietta@besproutable.com)

206-714-3125 (Julietta, founder)

## Other Signature Topics

### *Positive Discipline: The road map*

Feel like you have tried everything? Or not quite sure where to begin? This Positive Discipline roadmap will make the journey a little smoother, with solid tips that are mutually respectful and encouraging to boost your confidence with those tricky behaviors. Learn creative and effective strategies to restore calm, hear real-world examples of common behavior challenges and their solutions, and get some new tools to make your parenting journey more intentional, clear and fun. (Yes, fun!) These tips and principles bring confidence to your parenting plan and help your family reach their full potential.

### *Siblings & peer conflict*

What skills do our children need to handle sibling and peer conflict? Parents will learn how to embrace child conflict using specific techniques that teach long-term social emotional skills and solve problems in the moment. Regardless of their age, children

have the opportunity to learn tools that decrease conflict and increase confidence and assertiveness. These skills support peer interactions and social skills outside the home.

### *Emotional Regulation: Wiring the brain for capability and cooperation*

Learn all about your child's brain development, mirror neurons and why it matters to offer opportunities to strengthen those neural connections. Learn how to teach emotional regulation skills when big emotions and tantrums erupt. Strategies for strengthening executive functioning, focus, memory, impulse control and empathy for all ages will be included. Take home tools you can use today to effectively deal with challenging behaviors.

## Specialty Topics

### *Growth Mindset*

What motivates children? This power workshop includes tools that invite cooperation instead of power struggles through daily routines and transitions and build deeper growth mindset skills like resilience, persistence, flexibility, optimism and empathy. Deci and Ryan's self-determination theory, Carol Dweck's growth mindset, and Daniel Pink's research on motivation will be explored through activities that highlight how to facilitate intrinsic motivation in children. Shift away from making them do well, toward helping your children want to do their best. Understand key drivers of intrinsic motivation and how to foster them.

### *Power Struggles and Transitions*

Power struggles can be frustrating. Learn tools to decrease and even avoid daily power struggles through transitions with children by inviting cooperation and creating routines together. Learn how to follow through once routines, limits and agreements have been made through mutually respectful responses. Instead of focusing on consequences, learn to offer solutions to teach missing skills and avoid the punishment trap. Solutions are related, respectful, reasonable and helpful.

### *Boxes of Burden*

The way we react as teachers can add stress or sense of capability or lack of resilience when a child is faced with developmental burdens. They are working so hard every day just to GROW! When we can get inside their world, we are able to lead with empathy and encouragement. Learn Positive Discipline tools that empower, while learning more about early social development through the lens of developmental psychologist Erik Erikson. (Note: This workshop is best in person as it includes an experiential activity with props.)

### *Contributions and Family Meetings*

Learn strategies for involving your children in everyday contributions around the house. Learn what kind of contributions are developmentally appropriate for all ages (even as young as 1!), and why they are important in building a sense of significance and belonging in the family. Learn how to launch weekly family meetings that mirror your child's classroom meeting, and invite more cooperation and connection.

### *Empowering vs. Enabling*

How do we empower our children to be capable, confident, and solve their own (small) problems? Empowering means turning over control to children as soon as possible so they have power over their own lives as well as having faith in them to learn and recover from their mistakes. This can be hard to do with little ones! Through experiential activities, parents will learn Positive Discipline tools and responses that invite cooperation and teach responsibility, problem-solving and independence, even in the midst of big emotions and power struggles.

### *Solutions vs. Consequences*

Instead of focusing on consequences, parents can offer solutions to teach missing skills and avoid the punishment trap. Solutions are related, respectful, reasonable and helpful. Learn how to teach children HOW to take responsibility, make a repair, and learn from mistakes.

### *Mindfulness & Soul Care*

Mindfulness strategies can enhance your ability to implement Positive Discipline tools, connect with your children, and decrease anxiety. Learn how to prevent parenting burn out and find small ways throughout the day to increase presence and patience with your children.

### *Celebrating Neurodiversity*

The benefits of a diverse classroom are endless learning opportunities for young children! Julietta draws from 20 years of trauma-informed experience working directly with families, schools, and children with special needs as a former school psychologist with Seattle Public Schools for this educational event about child development, neurodiversity, and social emotional learning through the lens of Positive Discipline.

## More Testimonials

"I really appreciate the course that you put on. You fit lots of great information into a short time, were dynamic, sincere, and did an amazing job of keeping the course focused."

"Thanks again for your presentation last night. I have had so many people come up to me today saying how much they got out of attending."

"I really enjoyed your presentation. Even with the limited time it was full of information because you had a powerful and wonderful style of presenting. I was really impressed with your realistic and relatable way of sharing as well."

"Thanks for doing this super event. You are such an amazing, authentic, engaging, warm, and inspiring presenter."

"Super insightful. I'm excited to continue on this journey and learn more."

"I wanted to drop a quick note of thanks for hosting the workshop on Saturday. I found the material and the way you presented it to be very helpful. We have got a great kid and a lot of the structures in place but your ideas and presentation have provided the missing link to get us over the hump."

"I thought it was amazing. Julietta put things into perspective in a way we hadn't even considered in the past, gave useful tools, made everyone feel safe about sharing their stories, and more. Well worth it."

