

KEYNOTE SPEAKER · SCALING STRATEGIST · MOM OF 5

LAUREN APPLE

 FOUNDER, PROFIT & PRESENCE CO.
CREATOR OF THE ROAD METHOD

*Profit AND Presence.
Because CEO parents shouldn't
have to choose.*



Speaking Topics

The Beautiful Prison

SIGNATURE KEYNOTE · 45-60 MIN

Why successful businesses trap their founders — and how to get out.

The ROAD Method

WORKSHOP · 90 MIN

The four-step framework that rebuilds your business so it runs for you.

Profit & Presence

KEYNOTE · 30-45 MIN

The myth of the trade-off — and the systems that prove you don't have to choose.

Standards vs. Values

WORKSHOP · 60 MIN

The identity-level shift that fixes team performance without micromanagement.

The Four Zones

INTERACTIVE · 60-90 MIN

Real-time diagnostic: Clarity, Capacity, Systems, Support — find where you're stuck.

Why Book Lauren?

Lauren doesn't just speak — she shifts how your audience sees their business. With **10 years of pastoral speaking**, a multi-six-figure business she runs on a **4 PM hard stop**, and frameworks audiences can use immediately, she delivers keynotes that are equal parts conviction, strategy, and permission.

Lauren Apple is a dynamic keynote speaker, strategic scaling coach, and the founder of **Profit & Presence Co.** — a coaching practice for CEO parents who refuse to choose between a thriving business and a present life.

As the creator of the **ROAD Method** and a former pastor of a decade, Lauren helps founders escape what she calls *the Beautiful Prison* — the business that looks successful from the outside but has them trapped inside it. Her unique blend of operational expertise, pastoral discernment, and stage-ready conviction makes her message both strategic and deeply personal.

A mom of five running a multi-six-figure company on a **4 PM hard stop every single day**, Lauren is living proof that constraints aren't limitations — they're superpowers. Whether she's delivering a signature keynote, facilitating an interactive workshop, or coaching CEOs one-on-one, her thesis never changes: *refuse to choose*.

Lauren's presentations are customizable for conferences, corporate retreats, masterminds, and leadership teams. Every engagement includes pre-event consultation and tailored audience takeaways.

10 **Years**
Pastoral speaking & facilitation

6+ **Figures**
CEO & agency founder

5 **Kids**
4 PM hard stop, daily

SB **Certified**
StoryBrand messaging

THE ROAD METHOD

*The way out, in
order. Every
time.*

R
REMOVE

O
OPTIMIZE

A
AUTOMATE

D
DELEGATE