

# TRACI FENTON



**About:** Founder and CEO, WorldBlu ([worldblu.com](http://worldblu.com)) – a global membership organization helping top leaders and organizations live, lead, and work in freedom rather than fear.

**Ideas:** Created “Freedom at Work,” a proven leadership model that promotes freedom-centred rather than fear-based leaders and organizational cultures, through the three dimensions of mindset, leadership, and organizational design.

**Content:** *Freedom at Work: The Leadership Strategy for Transforming Your Life, Your Organization, and Our World* (forthcoming 2021).

**T50 Verdict:** “A game changer in transforming the culture of organizations.”