

## Stephen Graddick IV Speaker Bio

Stephen Graddick IV is a journalist, storyteller, and cultural strategist who helps leaders, brands, and communities navigate change with clarity and composure. With a background in broadcast journalism and a reputation for calm authority in high-stakes moments, Stephen speaks to what it means to lead and communicate with intention in a world defined by speed, noise, and constant disruption.

Raised in West Charlotte, North Carolina, Stephen's perspective is shaped by communities that are often visible only during moments of crisis. Diagnosed with dyslexia later in life, he learned early that presence, listening, and emotional intelligence are just as powerful as polish. That lived experience informs his work today, where he helps organizations move beyond performative storytelling toward communication rooted in trust, dignity, and genuine connection.

Stephen's career spans breaking news coverage, cultural reporting, and public-facing leadership roles, giving him a rare fluency in both media mechanics and human impact. Through moments of industry upheaval and personal transition, he developed a core philosophy that anchors his speaking: reinvention is not a crisis, it is a skill. His talks invite audiences to see change not as something to survive, but as something to practice with discipline, intention, and grace.

He is the founder of The Pour Over, a ritual-first media and experience platform that uses storytelling, coffee culture, and intentional gathering to create modern third spaces for reflection and renewal. Designed for high-performing individuals and values-driven brands, The Pour Over treats slowing down as a strategic advantage rather than a luxury.

Stephen is also the architect of SPIN 4, a future-focused media equity framework that helps institutions and communities rebuild local storytelling power and counter misinformation through human-centered systems and training.

A former college athlete and seasoned emcee, Stephen brings a coach's presence to the stage. His style is measured, credible, and grounded. He has hosted and led conversations for universities, nonprofits, and premium brands seeking thoughtful engagement without spectacle. Whether delivering a keynote, moderating a conversation, or guiding an intimate workshop, Stephen creates space for people to think clearly, connect honestly, and lead with purpose.

Stephen Graddick IV speaks to audiences who understand that how you communicate is inseparable from how you lead, and that the most enduring institutions are built by those willing to slow down, listen, and tell better stories.

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# Signature Keynotes

## **Reinvention Is a Skill, Not a Crisis**

A modern leadership talk on navigating transition with clarity and confidence. Designed for executives, creatives, and organizations facing change without wanting to lose themselves in the process.

## **The Cost of Disposable People**

A cultural keynote on value, dignity, and what happens when societies and institutions place worth on visibility rather than humanity. A powerful conversation about connection, responsibility, and long-term trust.

## **Media Presence in High-Stakes Moments**

A practical and reflective talk on how leaders show up when the room is watching. Drawing from broadcast journalism and athletic performance, this keynote explores composure, credibility, and control under pressure.

## **From Silence to Signal**

A human-centered look at media deserts, misinformation, and why storytelling equity matters for healthy communities, institutions, and brands.

## **The Power of Slowing Down**

An exploration of pace, ritual, and reflection as competitive advantages in leadership and creativity, and how high-performing people avoid burnout without losing their edge.

## **Your Voice Is Infrastructure**

A forward-thinking talk on communication as a system, not a soft skill, and why organizations that invest in trust and narrative leadership are better prepared for the future.

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## **Ideal Audiences**

Leadership summits

Brand retreats

Universities and HBCUs

Athlete development programs

Cultural institutions

Purpose-driven companies

Private dinners and salons