TOPICS FOR YOUR NEXT *Conversation*

Stefanie Couch talks about how leaders and teams put AI to work, stand out, and earn customer trust.

She is an entrepreneur, keynote speaker and founder of Grit Blueprint. She brings a building industry insider's view to AI, sales and leadership, and her work in brand strategy, marketing and media helps companies make their value clear and reach the right people.



STEFANIE COUCH IN THE MEDIA

WHERE DEALERS STILL ADD VALUE WHEN AI CAN ANSWER PRODUCT QUESTIONS

AI can help a customer find an answer. Stefanie discusses where a dealer's judgment, product knowledge, and help on the job still matter.

WHY GOOD BUSINESSES GIVE CUSTOMERS NO CLEAR REASON TO CHOOSE THEM

Quality and service sound like everyone else. Stefanie explains how a business can show the difference its best customers already value.

WHAT SELLERS MISS WHEN THEY PITCH BEFORE THEY UNDERSTAND THE JOB

A request for a quote may hide a bigger need. Stefanie discusses the questions that help sellers make a useful recommendation.

USE AI WITHOUT LOSING YOUR JUDGMENT

What to give AI before asking it for business advice, how to make it challenge your plan, and why your taste and voice stay yours.

SHOW THE WORK

The questions customers ask and the projects your team finishes are the proof buyers look for. How to capture them before everyone leaves the job.

LEADING A TEAM THROUGH CHANGE

How to make expectations clear, share what experienced people know and help a team use new tools with purpose.

COURAGE BEFORE CONFIDENCE

You do not have to feel ready to make a move. How to name the strength you keep overlooking and put it to work.

ASK STEFANIE *About...*

- What are building industry leaders underestimating about AI?
- If customers can get a product answer faster, where does a dealer or distributor still create value?
- What do you give AI before you ask it for business advice, and how do you check the answer?
- Why do so many companies describe themselves with the same words: quality, service, and great people?
- What should a company ask its best customers before it spends more on marketing?
- What does a salesperson miss by pitching before they understand the job?
- Your biggest, favorite, and best customers may be different companies. How do you tell them apart?
- Before a company asks for more leads, what should it look for first?
- Why do capable people wait to feel confident before they make a move?
- What have you and Ben learned about building a business together when you work so differently?
- How did a pink hat named Pinky become part of how people remember you?
- What did your dad's lumberyard teach you about the people behind a business?

AREAS OF *Expertise*

Across these topics, her perspective is consistent: understand the business, find what matters, make a clear choice, and help people act. Her building industry experience gives that advice substance.

Practical AI and Technology Adoption. The tool can expand my ability. My taste, judgment, and voice still belong to me.

Change and Innovation. Respect what worked. Stay curious about what could work better.

Brand and Positioning. If a customer cannot explain why your business is worth choosing, you have work to do.

Personal and Executive Branding. People need a way to understand what you know and what you stand for.

Marketing, Visibility, and Content Strategy. Your business already has things worth showing.

Storytelling, Speaking, and Presenting. A useful story helps someone see or understand something they might otherwise miss.

Sales and Customer Relationships. Get curious before you get convincing.

Customer Experience. The customer experiences the whole company.

Business Strategy and Growth. A business can have plenty of opportunity and still need to make a choice.

Entrepreneurship and Business Building. Business is my sport.

Leadership and Accountability. Leadership means helping people do work you can no longer carry by yourself.

Strengths and Team Development. Something that comes easily to you may be the thing someone else struggles with most.

Communication. You can have a great idea and still explain it badly.

Focus, Execution, and Leverage. Speed is a weapon when you know where you are going.

Operations and Process Improvement. When the same problem keeps happening, look closely at how the work moves.

Building Materials Distribution, Doors, and Millwork. A product choice connects to a lot of other work.

Hosting, Interviewing, and Moderating. A good conversation makes room for someone to share what they know.

Courage, Self-Belief, and Standing Out. You do not have to feel confident before you start.

ABOUT *Stefanie*

Stefanie Couch is an entrepreneur, keynote speaker and founder of Grit Blueprint. She grew up in her family's lumberyards. Today she speaks to companies, associations, universities and leadership programs, and most often to the dealers, distributors and manufacturers that keep the building industry running. She helps people and businesses turn their strengths into a clear reason to be chosen.

She is a building industry insider with a futurist's eye for what's next. Her work spans sales, operations and nationwide distribution. She spots value that people take for granted and helps them make it known.

Through Grit Blueprint, Stefanie builds visibility and growth systems for the building industry and other legacy businesses. Her work brings together brand strategy, marketing, media, sales and AI.

She also hosts Behind the Build and The Grit Blueprint Podcast. On stage and in conversation, she asks the questions that get past the surface answer. She helps people see more in what they bring and choose where to start. Companies and associations from Walgreens and Verizon to Do it Best and The ESOP Association have brought her in to speak.

SELECTED PROFESSIONAL PROOF

- Keynote speaker, Employee Owned 2025, The ESOP Association.
- Keynote speaker, Women in Glass + Fenestration at GlassBuild America 2025.
- GlassBuild America ambassador, 2024 and 2025.