



**The Strategic No: Strengthening Procurement Leadership Through Clear,
Confident Communication**

Keynote Speaker



Tiffani Barton is a bestselling author, procurement strategist, and speaker who helps professionals strengthen their communication, confidence, and leadership presence. With over 12 years of experience working alongside public sector procurement teams as a supplier, she brings a unique perspective on the challenges procurement professionals face—from managing competing stakeholder demands to making high-impact decisions under pressure. Her work focuses on helping individuals communicate with clarity, set effective boundaries, and advocate for their value in complex environments. Tiffani's

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approach combines real-world experience with practical, actionable strategies, equipping audiences to lead with confidence, strengthen relationships, and elevate their impact.

Summary:

In today's procurement environment, professionals are constantly balancing competing priorities, stakeholder expectations, and high-stakes decisions. The pressure to say "yes" can lead to misalignment, overextension, and reduced strategic impact. This session explores how courageous communication—especially the ability to say "no" with clarity and confidence—is a critical leadership skill in public procurement. Drawing from her experience working alongside public sector procurement teams for over a decade, Tiffani Barton shares practical strategies to help professionals communicate with authority, set boundaries, and lead more effective conversations. By strengthening communication and decision-making, this approach supports the continued pursuit of excellence in procurement leadership and organizational outcomes. Attendees will leave with tools to strengthen decision-making, build trust with stakeholders, and lead with greater clarity, confidence, and purpose.