

Meet Stephanie

Change. Culture. Visibility. Leadership



For more than 30 years, Stephanie Marcus has helped organizations navigate complex transformations involving people, processes, technology, and culture.

Along the way, she discovered that successful change is rarely about technology alone. It is about helping people understand what matters, communicate value clearly, and move forward with confidence.

That insight became the foundation for much of her work and ultimately inspired the ideas, frameworks, and books that followed.

The Work Behind the Work

Throughout her career, Stephanie has guided transformation initiatives across multiple industries, helping leaders and teams navigate uncertainty, build trust, and create meaningful results.

Her experience spans organizational change management, leadership alignment, communications, learning, culture transformation, and business readiness.

Where the Ideas Come From

Over time, Stephanie noticed a recurring challenge:

People often do valuable work that others never fully see, understand, remember, or talk about.

That observation became the foundation for:

- The Visibility Gap™
- Cookie Culture Method™
- Making Your Good Work Impossible to Ignore

The Lessons Horses Teach

Outside the workplace, horses have played an equally important role in shaping Stephanie's thinking about trust, communication, leadership, and human behavior.

These experiences inspired:

- Horse Wisdom Advantage®
- The Horses That Changed Our Lives

and continue to influence her perspective on leadership and organizational culture.

An Ecosystem of Ideas

Today, Stephanie combines consulting, speaking, writing, and framework development through CanterPointe LLC.

Her work is guided by a single goal:

Helping people see more clearly, communicate more effectively, and move forward with confidence.

