

# Acclaimed Business Strategist Lights Up Times Square with a Bold Call to Leadership

TAMPA, FL, UNITED STATES, May 26, 2025 /EINPresswire.com/ -- New York City's Times Square, often called the crossroads of the world, is known for showcasing some of the most influential voices across industries — and recently, a new message rose above the noise, inviting high-achieving leaders and dreamers alike to a higher standard of living and leading.

On April 29th, Times Square commuters and visitors were greeted by the smiling image of Katie Hornor (often misspelled as Horner), an international keynote speaker, business strategist, high performance coach and award-winning author of [The Flamingo Advantage](#).



Katie Hornor NY Time Square Billboard

The bold digital billboard features Hornor's unmistakable image alongside the message: "Be extraordinary. Live boldly."

“

I'm still in awe that we get to do this work. No dream is too big and I get to believe for my clients until they can believe for themselves. You can be bold and extraordinary.”

*Katie Hornor*

The campaign, accompanied by her website [KatieHornor.com](#), aims to speak directly to leaders who reject mediocrity — those committed to leading with greater courage, purpose, and conviction in an increasingly complex world.

Hornor's Times Square debut follows her recent recognition as one of the [Top 50 Women of Influence](#) by SUCCESS® Magazine, and her back to back wins at the

International Impact Book Awards, and American Legacy Book Awards where three of her books took home a total of six awards.

Long recognized for her use of vivid flamingo metaphors and values-driven leadership principles,

Hornor's influence continues to grow among those seeking a more authentic, service-oriented approach to success. Through keynote presentations, high performance coaching, and event strategy consulting, she encourages leaders to lean into their unique design, align their work with a deeper mission, and build impact-driven legacies.

"When you embrace who you are uniquely created to be, you unlock a level of success and impact that only you can achieve," Hornor often shares with her audiences.

While her style blends strategic clarity with personal warmth a bit of quirky fun, it's Hornor's steady focus on purpose over performance, peace over pressure and flow over force that is resonating deeply with today's leaders — particularly those navigating the tensions between ambition, integrity, and impact.

The Times Square billboard marks a visible milestone in what has already been a notable year for Hornor's expanding influence. As leadership conversations continue to shift toward authenticity and values-based action, her voice adds a timely and compelling perspective to the global stage.

For more information about Katie Hornor, to book her for a speaking engagement, or to learn more about her work with leaders visit [KatieHornor.com](http://KatieHornor.com).

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