



Speaker Topics

KEYNOTES

Built To Be EPIC: Choosing Bold, Brave, and Better Every Day (45 minutes)

It's easy to stay in your lane—do your shift, meet your numbers, keep your head down and hustle hard. But that's not where EPIC retirement stories are created. Doing epic work isn't about being flashy or having a fancy title. It's about choosing bold action when it would be easier to stay silent, stuck, or small.

Growth, innovation, and progress come from people at every level who are willing to step up, speak out, and solve problems others overlook. It comes from those who lean into curiosity, courage, and the willingness to challenge the status quo—even when their voice shakes.

This funny, down-to-earth keynote is built for everyone—from the floor to the front office. Shaina shares real, relatable stories of times she said yes to things that felt too big or too uncomfortable—and how those moments shaped her path. Her message is clear: You don't need permission, the perfect plan, or a leadership badge to make a difference.

You just need a strong spark, courage to fuel the fire, and the guts to write your own story.

Because in a workplace that needs more problem-solvers, team players, and everyday innovators, playing it safe isn't cutting it anymore. You were *built to be EPIC*.

Objectives:

By the end of this session, participants will be able to:

- List four choices that keep you stuck or move you towards what you really want.
- Reflect on personal moments where fear and doubt held them back and identify one way to reframe those experiences into opportunities for growth.
- Commit to one courageous step they can take to challenge the status quo, speak up, or contribute to positive change in their own life and career.

Conference Announcement / Social Post

You don't need permission, the perfect plan, or a leadership badge to have EPIC experiences in life or work. In this funny and inspirational keynote, Shaina shares real, relatable stories of times she stood on the edge of fear and accomplishment and how those moments shaped her path. What are you waiting for? You were built to be EPIC!



Speaker Topics

Leadership Is a People Sport: And Your Winning Game Plan Starts with IMPACT

(75 minutes)

Leadership isn't about titles, credentials, or strategy—it's a people sport, and guess what? It's Game Day, baby. Whether you're leading a hospital unit, a corporate crew, or a fast-moving team, you don't just need to show up—you need to make an IMPACT.

While it's easy to get sucked into the day-to-day grind, the best leaders don't just play the game – they coach, inspire, and develop others to win together. In this high-energy, relatable talk, Shaina brings lessons from sports to the leadership arena and breaks down what it really takes to lead like a pro. Using her signature IMPACT Framework—you'll learn how to ditch the player mindset and show up as the coach your team needs. Leading people is hard, but it shouldn't feel like you just went 12 rounds with Mike Tyson.

You'll walk away fired up, equipped, and ready to lead with clarity, confidence, and IMPACT. Because the difference between sinking or swimming in leadership? It comes down to how you train—and the investment you're willing to make.

Objectives:

By the end of this presentation, attendees will be able to:

1. Identify the 6 components of the IMPACT framework.
2. Explain how each component of the IMPACT framework has revealed itself throughout their career.
3. Apply the IMPACT framework to their own leadership style, boosting confidence in people-first leadership.

Conference announcement/social post:

Leadership Is a People Sport: And Your Winning Game Plan Starts With IMPACT

Tap into your A-game, ditch the “player” mindset, and be the leader your team needs. In this energizing keynote, executive coach and Ironman finisher Shaina draws lessons from athletics and introduces her IMPACT Framework for championship level leadership. It's game day, baby! Are you ready?



Speaker Topics

Do Epic Leader Sh!t™: Big Goals. Brave Moves. No Regrets. (60 minutes)

Leadership is not for the faint of heart. It's more like cliff diving than chess. More like bull-riding than bowling. It's skydiving, motocross, and free solo climbing – high stakes, unpredictable, and often uncomfortable. But also? It's thrilling. Transformative. EPIC.

Doing Epic Leader Shit™ isn't about being flashy or loud – it's about choosing bold action when it would be easier to stay silent, stuck, or small. It's about leaning into the spark that drives you, the courage that strengthens you, and the curiosity that will re-write your story.

This funny, down-to-earth keynote is designed for everyone – especially the ones who don't want their message sugarcoated. Shaina shares real, relatable stories of times she said yes to things that felt too big or too uncomfortable—and how those moments shaped her path. Her message is clear: You don't need to wait for permission, the perfect time, or for the fear to subside. You need a strong “want to”, a willingness to act, and the guts to write your own damn story.

Let's do some Epic Leader Sh!t™ together!

Objectives:

By the end of this session, participants will be able to:

- List five choices that keep you stuck or move you towards what you really want.
- Reflect on personal moments where fear and doubt held them back and identify one way to reframe those experiences into opportunities for growth.
- Commit to one courageous step they can take to challenge the status quo, speak up, or contribute to positive change in their own life and career.

Conference Announcement / Social Post

You don't need permission, perfect timing, or a leadership badge to do Epic Leader Sh!t™. In this funny and inspirational keynote, Shaina shares real, relatable stories of times she stood on the edge of fear and accomplishment and how those moments shaped her path. What are you waiting for? Let's do some Epic Leader Shit™ together!



Speaker Topics

BREAKOUT SESSIONS

Nag No More: Inspiring Accountability Without The “Ugh” Factor *(60 minutes)*

Are you tired of feeling like a broken record, constantly chasing your team to meet expectations? What if you could ditch the micromanaging and endless reminders—and still get better results? Imagine leading your team in a way that naturally inspires them to meet and exceed expectations – without the constant stress of “holding people accountable.”

This engaging session will revolutionize the way you approach accountability, helping you replace frustration with a proactive, ownership-driven culture. Say goodbye to nagging and discover how to inspire your team to step up willingly.

Through real-world stories, a clear framework, and steps for navigating barriers, you’ll leave with the confidence and skills to lead with clarity, ease, and impact. Whether you’re dealing with underperformers or just want to elevate your team’s overall performance, this program will help you inspire ownership, drive results, and finally say goodbye to the dreaded “Ugh” factor.

Ready for accountability to no longer feel like a chore? Join this session and learn how it can become your team’s shared choice and commitment.

Objectives:

By the end of the presentation, attendees will be able to:

- Shift Your Mindset: Discover key perspective changes that make accountability a shared commitment and not a top-down command.
- Master the ACES Method: Learn a practical, step-by-step approach to building a culture where accountability thrives.
- Overcome Accountability Roadblocks: Explore real-world solutions to the most common challenges leaders face when holding others accountable.

Conference Announcement / Social Post

Are you ready for accountability to no longer feel like a chore? This engaging session will revolutionize the way you approach accountability, helping you replace frustration with a proactive, ownership-driven culture. Say goodbye to nagging and hello to easy leadership!



Speaker Topics

Strengthening Your Leadership Pipeline: Assessing, Developing, and Preparing Your HIPOs for Leadership Success *(60 minutes)*

Transitioning from an individual contributor to a leadership role marks a significant career milestone for many professionals. While it brings perks like a new title, increased pay, and decision-making authority, what's often overlooked is the critical shift in mindset required for success in leadership. Unfortunately, many high-potential employees (HIPOs) are promoted before they're truly ready, leading to negative consequences for both their careers and team performance.

This session explores the importance of strategically assessing HIPOs, providing targeted development, and equipping them with the necessary tools and strategies for success after promotion. Participants will gain insights into cultivating a stronger talent pipeline, which not only reduces leadership turnover but also enhances employee engagement and retention, ultimately benefiting the organization as a whole.

Objectives

By the end of this session, attendees will be able to:

- Strategically assess leadership readiness of their High Potential employees (HIPOs) in terms of both skill and will.
- Recognize the most common challenges facing first-time leaders and identify skill development opportunities to prepare HIPOs for success after promotion.
- Partner with future leaders to craft a high impact Leadership Development Plan to improve readiness and effectiveness once they transition into a leadership role.

Conference Announcement / Social Post

DDI has reported that one unskilled leader can cost an organization up to \$126,000 per year. How much money is your organization spending because your HIPOs weren't prepared to succeed in their first leadership role? In this session, Shaina shares best practices and practical tools for assessing, developing, and preparing HIPOs for success so you can cultivate a stronger leadership pipeline and save some moolah!

Strategic Delegation: The Key to Scaling Leadership Impact *(60 minutes)*

Leading people is hard. Especially if you are trying to do everything yourself. That is a sure-fire recipe for ineffectiveness, overwhelm, and good ole burnout. In this session, Shaina will talk about one of the hardest, yet most important skills for leaders to master. Learn how to shorten your never-ending to-do list and build capability within your team through strategic delegation.



Speaker Topics

Superheroes Not Required: The Real Deal on Leadership *(60 minutes)*

Forget the cape and superpowers—you don't need them to lead. We often imagine leaders as bold, fearless, larger-than-life figures who always know what to do, but the reality is much more approachable. Leadership isn't reserved for a select few with natural charisma or a perfect track record. The truth is, you don't have to be a superhero to lead—whether on campus or later in your career.

In this session, we're debunking some common myths about leadership, not just while you're in college but also as you transition into the business world. Leadership doesn't magically change after you graduate; the same principles of influence, empathy, and authenticity apply, both in student life and the workplace.

No matter what field you enter after college, leadership is something that will shape your career and your ability to make an impact. Whether you're the one in charge or contributing behind the scenes, you'll find that leadership is about being your best self and helping others do the same. And the best part? You don't need to be a superhero to do it.

WORKSHOPS

Beyond Authority: Team Excellence Through Coaching

Duration: 2 hours minimum, can be expanded to 8 hours

Target Audience: Emerging Leaders, Middle Managers, Senior Leaders, HR Professionals

Description: In this transformative course, leaders will discover how to transcend traditional management techniques of advising and directing to drive team excellence through the power of coaching. Designed for leaders at all levels, this program focuses on empowering team members to take ownership of their roles and unleash their full potential. By the end of this course, you'll be equipped with practical tools and strategies to elevate your team's performance, enhance engagement, and achieve outstanding results—all while stepping beyond the confines of traditional authority. Join us to transform your leadership approach and unlock the true potential of your team!

Seas the Day: Energizing Activities that Build Connection, Improve Communication, and Strengthen Team Dynamics

Duration: 1.5 hours minimum, can be expanded to 8 hours

Target Audience: HR Professionals, Emerging Leaders, Middle Managers, Senior Leaders

Description: Set sail on an exciting journey with our "Seas the Day" workshop, designed specifically for HR professionals or leaders seeking to invigorate their teams. This interactive



Speaker Topics

session offers a treasure trove of engaging activities aimed at fostering genuine connections, enhancing communication, and strengthening team dynamics.

Participants will dive into a variety of hands-on exercises that can be seamlessly integrated into their organizations, promoting a culture of trust, collaboration, and fun. From icebreakers to collaborative challenges, each activity is crafted to energize teams and unlock their full potential. Join us aboard and discover innovative strategies to navigate the complexities of team building, ensuring your crew is not only efficient but also deeply connected and motivated.

Leave with a toolkit of practical, impactful activities that will help your team sail smoothly towards success. Don't miss the boat—join us for this session and embark on an exciting voyage!

The Empowered Leader: Productivity Strategies for Busy Professionals

Duration: 4 hours

Target Audience: Anyone who feels like they are always busy and on the verge of burnout.

Description: At work, every minute counts. As a leader, maximizing your productivity isn't just about working harder—it's about working smarter. *The Empowered Leader* is a four-week course designed to help managers and leaders regain control of their time and overcome overwhelm. In this hands-on session, you'll learn actionable strategies to streamline your workflow, reduce overwhelm, and empower your team—all while improving work outcomes. By the end of this course, participants will be equipped with tools and techniques to save up to 10 hours per week, giving them more time to focus on what matters most.

Love 'Em or 'Lose Em: Power Moves for Engaging Your Team

Duration: 4 hours

Target Audience: HR Professionals, Emerging Leaders, Middle Managers, Senior Leaders

Description: There are an abundance of competitor jobs out there and if you aren't keeping your team engaged, you are at risk of losing them to said competitors. *Love 'Em or Lose 'Em* is an energizing series that arms leaders with bold, actionable strategies to engage and retain top talent. During this power-packed series, you'll discover unconventional yet effective engagement techniques that cut through the noise of burnout and turnover. This course will provide you with the tools to create a magnetic team culture where employees feel valued, connected, and ready to stay for the long haul.



Speaker Topics

Mindset Over Management: Master the Mental Game of Leadership

Duration: 4 hours

Target Audience: Emerging Leaders, Middle Managers

Description: This 4-week series is designed specifically for newer managers looking to elevate their leadership by mastering the mental game. In this course, you'll explore the critical role mindset plays in leading high-performing teams, navigating stress, and driving organizational success. Through practical strategies, reflective exercises, and real-world scenarios, you'll learn to shift from reactive to proactive leadership, empowering your team and yourself to excel in high-pressure environments. Perfect for middle managers and first-time managers seeking to lead with resilience, confidence, and clarity. Make your leadership mindset your greatest asset. Join us for this transformative experience!

Hard Truths, Big Impact: Having Courageous Conversations That Matter

Duration: 4 hours

Target Audience: Employees at any level

Description: Join us for this engaging series, where we tackle the tough conversations that are essential for driving change and fostering a culture of transparency at your company. This interactive course will equip leaders with the skills to address difficult conversations head-on, whether it's managing team dynamics, navigating organizational challenges, or tackling sensitive customer care issues. By addressing these crucial topics, you'll gain the confidence to lead meaningful discussions that not only impact your team but also enhance customer care and organizational effectiveness. Don't miss this chance to elevate your leadership and make a significant difference in your organization!

Know Your Edge: Turning Personal Strengths into Professional Wins

Duration: 4 hours

Target Audience: Employees at any level

Description: Unlock your potential with this dynamic course that leverages CliftonStrengths (StrengthsFinder 2.0) to help you identify and amplify your unique strengths for career success. Designed for professionals eager to align their work with what energizes them, this program offers practical strategies to turn personal strengths into tangible professional wins. By the end of this course, you will be equipped to advocate for yourself, enhance your workplace contributions, and ultimately drive your career forward by focusing on what you do best. Join us to discover how knowing your edge can transform your professional landscape!



Speaker Topics

You Said What? Active Listening Masterclass

Duration: 3 hours

Target Audience: Employees at all levels

Description: Unlock the power of effective communication through the Active Listening Skills masterclass. In today's fast-paced world, the ability to truly listen is a rare and invaluable skill. As you refine this skill, you will notice enhanced workplace (and personal) relationships, an improved ability to navigate conflicts and find collaborative solutions, and boosted confidence for connecting with others in a meaningful way. Elevate your communication game and make a lasting impact through the power of active listening!

Nag No More: Inspiring Accountability Without The “Ugh” Factor

Duration: 3 hours

Target Audience: Front-line leaders, middle managers, senior leaders

Description: Are you tired of feeling like a broken record, constantly chasing your team to meet expectations? What if you could ditch the micromanaging and endless reminders—and still get better results? Imagine leading your team in a way that naturally inspires them to meet and exceed expectations – without the constant stress of “holding people accountable.”

This engaging session will revolutionize the way you approach accountability, helping you replace frustration with a proactive, ownership-driven culture. Say goodbye to nagging and discover how to inspire your team to step up willingly.

Through real-world stories, a clear framework, and steps for navigating barriers, you'll leave with the confidence and skills to lead with clarity, ease, and impact. Whether you're dealing with underperformers or just want to elevate your team's overall performance, this program will help you inspire ownership, drive results, and finally say goodbye to the dreaded “Ugh” factor.

Objectives:

By the end of the presentation, attendees will be able to:

- **Shift Your Mindset:** Discover key perspective changes that make accountability a shared commitment and not a top-down command.
- **Master the ACES Method:** Learn a practical, step-by-step approach to building a culture where accountability thrives.
- **Overcome Accountability Roadblocks:** Explore real-world solutions to the most common challenges leaders face when holding others accountable.