



JEN BUCK

SPEAKER | TRAINER | EXECUTIVE STRATEGIST | AUTHOR

Most Requested Keynotes

Maximize Your Personal Brand; The Power of Being an InfluenceHER In Your Workplace

Everyone wants to be an influencer. An influenceHER is a woman who has the power to impact the decisions of others because of her authority, knowledge, position, or relationship with her peers. We often think of personal branding as being a necessity for those associated with an online presence or digital business. However, in today's rapidly changing and ever-evolving business world, the footprint you leave online, and also in the hallways, boardroom, and email threads, is not only important but can have a career-altering impact on your trajectory. A strong personal brand can open the door to new business and career opportunities, which also allows you to build a strong network of influential allies.

In this fast paced and energetic keynote participants will understand the power of maximizing their brand so that they can increase their influence and be seen as a thought leader who is indispensable and irreplaceable to those in positions of power.

As a result of this keynote presentation you will be able to:

- Amplify your authenticity in order to influence more people and create a larger impact
- Create quality engagement and relationships in order to build a strong reputation of trust with peers and leadership
- Understand how to use relevancy to bring forth progressive and fresh ideas to the organization
- Strategically use mutual interests to build ideas that will have a personal and lasting appeal to those who will help carry out the vision
- Choreograph strategic opportunities to build proximity in order to be seen by those with authority and influence

By strategically incorporating these simple yet highly effective ideas into your professional development, you are bound to find your influence growing more rapidly and steadily, while gaining the respect of top leadership in your organization.



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The Power of the 21st Century Woman

You have probably heard the quote “Behind every successful woman is a squad of other successful women who have her back.” High-performing women understand the truth in this phrase, fully. We are where we are because of those brave and resilient women who came before us and dared to rock the boat. We are who we are because of the sisterhood who has continued to advocate for us. In this inspiring and empowering keynote, Jen will share the secrets to tapping into that reservoir of strength and drive that moves mountains. She will take you to the height of inspiration while also encouraging you to settle into the resonance of your purpose. We are better together... and understanding that power gives women momentum as they climb the ladder.

As a result of the keynote presentation you will be able to:

- Understand what sociologists call feminine power and how to use it to supercharge your upward mobility
- Realize how your Athena spirit impacts those around you, based on recent worldwide studies
- Maximize your personal brand and use it to be a strong influencer in your workplace
- Tap into your deep bravery in order to fearlessly speak truth to power when setting expectations and limits
- Learn the rules of engagement to build your network of strong supporters
- Use your power to pave the way for the women and girls who will follow in your footsteps— they need you, as much as you needed your squad

If you are managing a team, climbing the corporate ladder, running your own business, finishing your education, stepping up to lead in your community, or raising your family, this keynote is for you. It will help you tap into that fire within, so that you can leave a lasting and meaningful mark in the workplace, marketplace, and community. When women are better represented in leadership roles and positions of power, more women succeed across the board.



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The Future IS Female; Amplifying Your Athena Spirit

Women are rising! There has truly never been a better time for women to take the lead than right this very moment. We are watching more women open businesses, more women lead companies, and more countries with women at the helm-- these are exciting times for women! Current research shows innate feminine qualities and behaviors are most attractive and desired for those in leadership positions. Employees want more communication, collaboration, empathy, and unity. Which means that who women are naturally is more influential and effective than the aggressive, competitive, and archaic model that we have been following for years. Women are naturally better at connecting and relating due to their instinctual emotional intelligence, which is why we are seeing the tides shift for women in leadership roles right now.

As a result of this powerful and inspiring keynote you will be able to:

- Identify the traits, behaviors, and characteristics of ideal leaders in today's business world
- Understand what sociologists call feminine power and how to use it to supercharge your trajectory
- Maximize your emotional intelligence to build stronger relationships and gain greater influence
- Understand the rules of engagement when dealing with old school politics and The Good 'ol Boy Network
- Trailblazing, glass ceiling breaking, and rule busting; Embracing your role for our future female leaders

Developing, understanding and using your natural, innate female characteristics provides an opportunity for you to not only strategically plan your ascension, but also gain support of other female leaders, and sponsor new women to bring to the table.



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Deep Bravery; Digging Deep and Achieving More

What I know for certain is that your life will shrink or expand in direct proportion to your comfort level with bravery. Deep Bravery is your willingness to go to the limit of your self-control, often to the very edge of your rational thinking, Deep Bravery resides in a space that is often a terrifying choice where you could fail horribly or you could expand your opportunities tremendously. It's jumping into the deep end and throwing out the life jacket. It's stepping off the edge and taking the big leap. Mostly, it's trusting that you are prepared, have done the work, and are willing to take the risk, no matter how scary it all seems. And, that's where strategic planning and preparation comes in.

Never before have we seen so many opportunities for women to lead and, yet, women tend to be more risk-averse and prone to stepping away from instability, insecurity, or lack of certainty. More than ever, we need women to be willing to step courageously into the unknown. And, that is precisely what this keynote will help women harness. The goal is to make you see, feel and experience your power-- ultimately, to help you be unstoppable!

In this supercharged and motivational keynote you will learn to:

- Recognize the patterns of the brain that trick you into playing it safe
- Override the signals that your brain is giving you in order to tap into your Deep Bravery
- Reframe your fear and find the truth in your capabilities and desires
- Notice the habitual ways you shrink your spaces, so you can flip the script and start expanding your opportunities
- Strategically identify the potential landmines to guarantee greater success
- Use your voice, position, and bravery to take up space and speak truth to power

If we have done the work, prepared like an athlete, and planned like a builder, rarely do we experience devastation. Now, the key is to be willing to take the leap!