

# JEN BUCK

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Award-Winning Keynote Speaker,  
Master Certified Trainer, Best-  
Selling Author, Certified  
Executive Strategist, TV &  
Podcast Host



# WOMEN RISING

Programs to inspire, transform, and motivate women  
to take their rightfully earned seat at the table...  
and then buy the whole darn table.



## Hey! I'm Jen Buck.

I began the first decade of my career in a startup helping to launch a billion dollar global and award-winning brand while in a leadership development training role. Having now been an award-winning professional Keynote Speaker for 24 years, I've given over 10,000 programs impacting over a million people throughout my tenure. As a best-selling author with six publications, hosting a television show that is seen in 50 countries worldwide, as well as having a podcast that highlights female leaders who are changing their corner of the world, I'm committed to amplifying great leadership. I'm also the Chief Communications Officer for a female-founded and female-led organization and have led 3 U.S. Congressional campaigns as the Chief of Staff, as well as started a nonprofit that contributed to helping 48,000 people in need.

My speaking and training programs focus on leadership and management are high-energy and fast-moving with a focus on helping leaders thrive in ever-evolving and high-intensity environments. I also serve organizations to help develop their high-performing women through keynotes, training, and coaching that will support them in navigating proximity to power and bringing relevancy by understanding the power of Strategic Positioning. My goal is to help women build brands that get them noticed and promoted into positions of power. With an inspiring and practical message, I know how to get audiences on their feet and excited about creating big change.

"Jen is a breath of fresh air! She comes from unexpected places with a call to action that is moving and important. What a compelling storyteller!"

- Ginny Clarke, Vice President at Google



Google

## This is why it matters.



- Companies with women executives are 30% more likely to outperform other companies
- According to the Global Gender Gap Report, 41% of women achieve a university level of education compared to 36% of men worldwide
- Women hold 35% of senior leadership positions
- 8.2% of Fortune 500 CEOs are women and less than 1% of Fortune 500 CEOs are women of color
- Only 34% of Fortune 500 companies have women on their boards

**"If they don't give you a seat at the table... bring a folding chair."**

-Shirley Chisholm

# Jen brings over 30 years of experience

working with the biggest brands in the world to transform their teams and increase their output.



# Media Goodies

## Seen & Heard On:



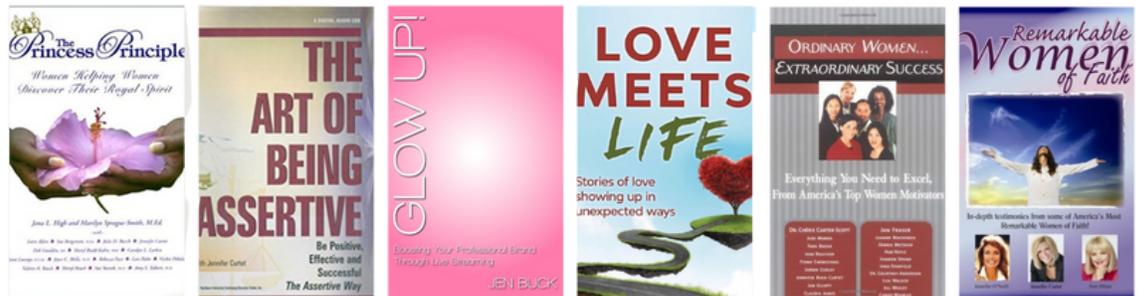
Click the images above to see Media, Clients, and recent events where Jen has spoken

## Podcast and Television Show

The HERstory Collaborative highlights high-performing women who are changing their corner of the world. The podcast can be heard on every major platform and the television show is broadcasted through CTYTV Network



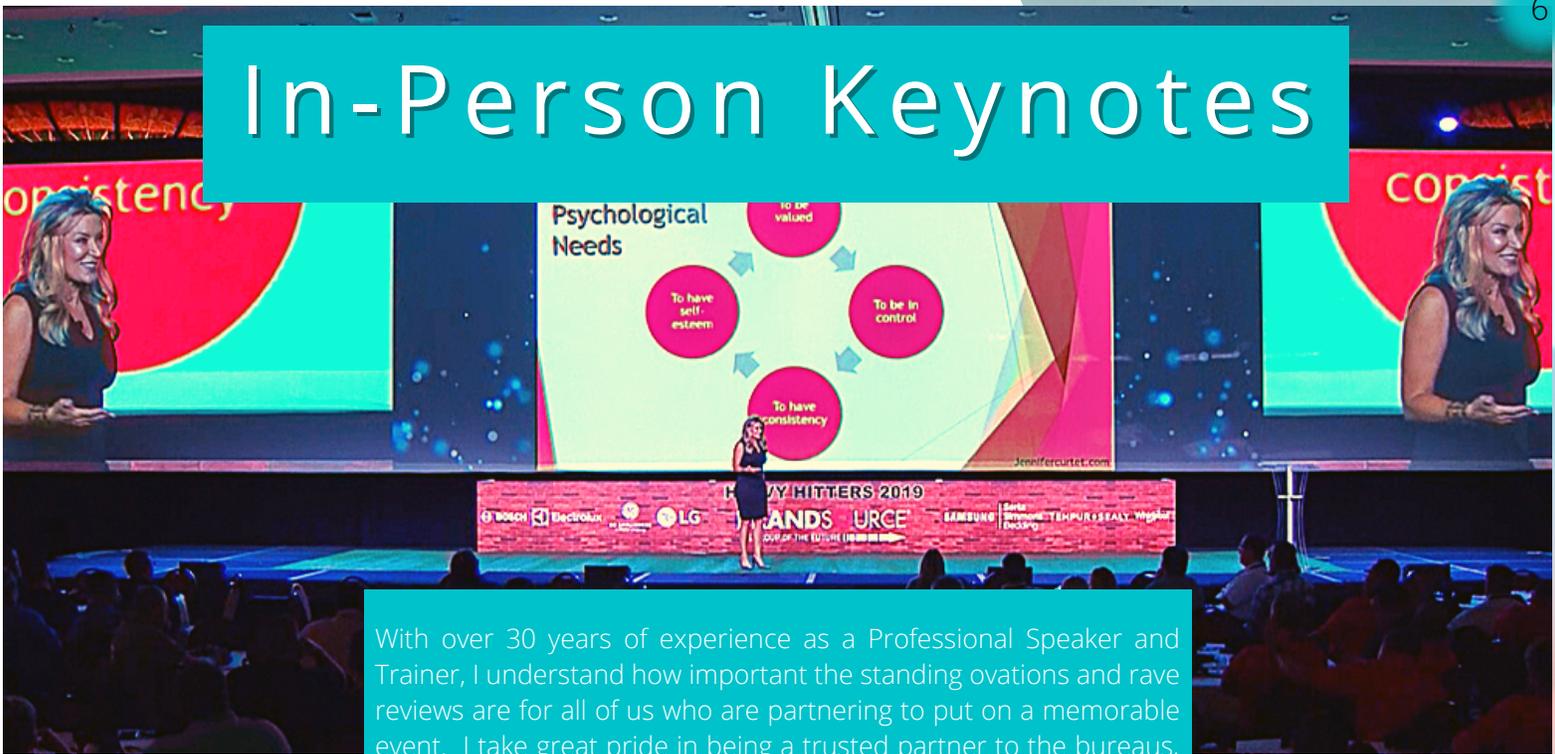
## Books



Click to see Jen's Speaker Reel and Social Media



# In-Person Keynotes



With over 30 years of experience as a Professional Speaker and Trainer, I understand how important the standing ovations and rave reviews are for all of us who are partnering to put on a memorable event. I take great pride in being a trusted partner to the bureaus, event professionals, and corporations that I work with.

## Rock Your Personal Brand; Building Influence and Raving Fans

Everyone wants to be a rockstar. A professional rockstar 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 massive 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 and fans. 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. By strategically incorporating these 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.

### As a result of this exciting and empowering keynote audiences will learn to:

- **ROCK THE CROWD.** The goal is to create a larger impact and get those standing ovations! Learn to build a strong, authentic reputation in order to influence and activate more people.
- **CLIMB THE CHARTS.** No more playing second fiddle! Use the laws of Strategic Positioning to build your relevance and bring forth progressive ideas that will help you take center stage.
- **BUILD THEIR FAN BASE.** No more playing it by ear! Strategically create opportunities and choreograph proximity to those with authority and influence. It's all about who you know!

### Audiences will walk away with:

- Tools, inspiration, and motivation to create immediate change



# Keynote

## **Becoming A Woman of Impact**

The future is female. And so is much of our past. When we look at social change and the myriad contributions women have made, both to historical events and to the society that shapes our modern world, it's a woman's social and emotional compass that is often guiding us. There has truly never been a better time for women to take the lead in creating massive social impact than right this very moment. We are watching more women open organizations, more women lead companies, and more countries with women at the helm-- these are exciting times as we watch women take center stage and stand in their truth. This inspiring and soul-stirring keynote will inspire women to take the lead, step into their power, and create a movement that will have an impact on the world around them.

As the Chief Communications Officer for a female-founded and led nonprofit organization, along with being the founder of a nonprofit herself, Jen Buck is committed to being a woman of impact. Whether it's working in the humanitarian aid sector, leading U.S. Congressional campaigns as the Chief of Staff for marginalized candidates, or starting community action projects, Jen is committed to utilizing every resource she can to make a difference so that everyone is treated equitably. The goal is to leave the world better than we found it-- and that's why this keynote matters so much.

### **As a result of this powerful and inspiring keynote audiences will:**

- **TAP INTO THEIR DEEP BRAVERY.** We make an impact by stepping into the unknown, disregarding fear and focusing on how we can create change that will benefit others.
- **CHOOSE TO BE GUTSY.** Bold moves demand imagination and determination, and women have that in spades! Dreaming big, finding the right partners, and being willing to lean in are what will help us leave a mark.
- **EMBRACE AGILITY.** Our ability to adapt to change and make the most of newfound challenges and opportunities will be the key differentiator in the impact that we make.

### **Audiences will walk away with:**

- Tools, inspiration, and motivation to create immediate change



# Keynote

## **Building Your Executive Presence; The Power of Strategic Positioning for Women**

Research has shown that companies with women in leadership positions see higher profits and greater employee satisfaction. With such a strong business case to be made for it, senior leaders around the world are striving to get more women into leadership positions within their companies. When a female leader unleashes her value, she is unstoppable—a force that changes the conversations in the boardroom and within the organization. Right this moment, the world is looking for women to lead and it's our job to strategically position ourselves to stand out.

Building Executive Presence is about becoming a recognized partner of high-potential. We must strategically look for interesting projects where our voices are heard and force ourselves to apply for stretch promotions that challenge us. Building valuable partnerships and knowing how to strategically position ourselves in meetings takes work, and sadly many of us haven't been taught this critical skillset. It's a continual effort, not a one-time event. When we do this consistently and generously, will we see more women rise to influential leadership roles. This fast-paced and inspiring keynote will give women the tools to plant their flags and step into executive leadership where they can make an impact.

### **As a result of this upbeat and insightful keynote audiences will:**

- **KNOW THEIR VALUE.** The goal is to create a larger impact and plant your flag. Learn to build a strong positioning statement that will set you apart from your competitors.
- **KNOW THE RULES.** Use the laws of Strategic Positioning to build your relevance and bring forth progressive ideas that will help you take center stage.
- **KNOW THE PLAYERS.** Strategically create opportunities and learn how to amplify your authority when the stakes are high. It's all about who you know and how you navigate.

### **Audiences will walk away with:**

- Tools, inspiration, and motivation to create immediate change



# Keynote

## Daring To Lead With Vulnerability

The power of vulnerability in leadership is not to be underestimated. When done in the right environment with the right people, talking about your struggles can be life-changing and should be seen as a superpower and not a weakness. While being vulnerable can increase your risk of being hurt, emotionally or physically, it also opens up the opportunity for leaders to have meaningful conversations that build authentic relationships. In fact, studies have shown that social connections benefit our mental and physical health. For leaders looking to practice vulnerability, it's important to understand that being vulnerable doesn't mean that you need to share your entire life story; waterworks are not a requirement. Rather, it's about understanding where your strengths and weaknesses lie and being honest about them with not only your team, but yourself too. Being open doesn't come naturally to everyone. Exhibiting vulnerability requires high degrees of emotional intelligence, self-awareness and humility, so you'll need to be comfortable admitting mistakes and depending on your teammates. But if you model this leadership style, you'll reap the benefits of an inspired and innovative workforce.

### As a result of this moving and empowering keynote audiences will:

- **DARE TO BE VULNERABLE.** Experience greater innovation by meeting challenges with authenticity and openness
- **DARE TO BE EMOTIONAL.** Utilize Emotional Intelligence which will lead to greater trust and commitment on the team
- **DARE TO BE EXPOSED.** Understand the power of Strategic Exposure when leading through challenging circumstances
- **DARE TO CONNECT.** Recognize the power of human connection in the workplace and how to use it to increase retention, output, and commitment

### Audiences will walk away with:

- Tools, inspiration, and motivation to create immediate change

# In-Studio Options for Virtual Programs



## Keynotes

I've been a Speaker for the largest global brands in the world and partnering with organizations, event professionals, and bureaus is something I have great respect for and treat very delicately.

## Breakout Sessions

If you're looking for high energy, a razor-sharp wit, and lots of interaction, I'll deliver for you every time. That's a promise.

## Training Courses

I have 8 Master Trainer certifications and have been professionally certified to train over 150 courses. From the front line to the executive team, I've got courses to fit the bill.

"I have worked with Jen multiple times with a large variety of clients. Today, she is my "go to" for motivational speaking, communications, leadership, service training, personal mentoring, and coaching. There is no one I have encountered who brings the combo of experience, intelligence, and fun. Simply put, she is exceptional!"

- Chris Grebowiec, Global Learning Leader at Square



Square





*Let's do this!*

**Partner With Jen Buck Today.**