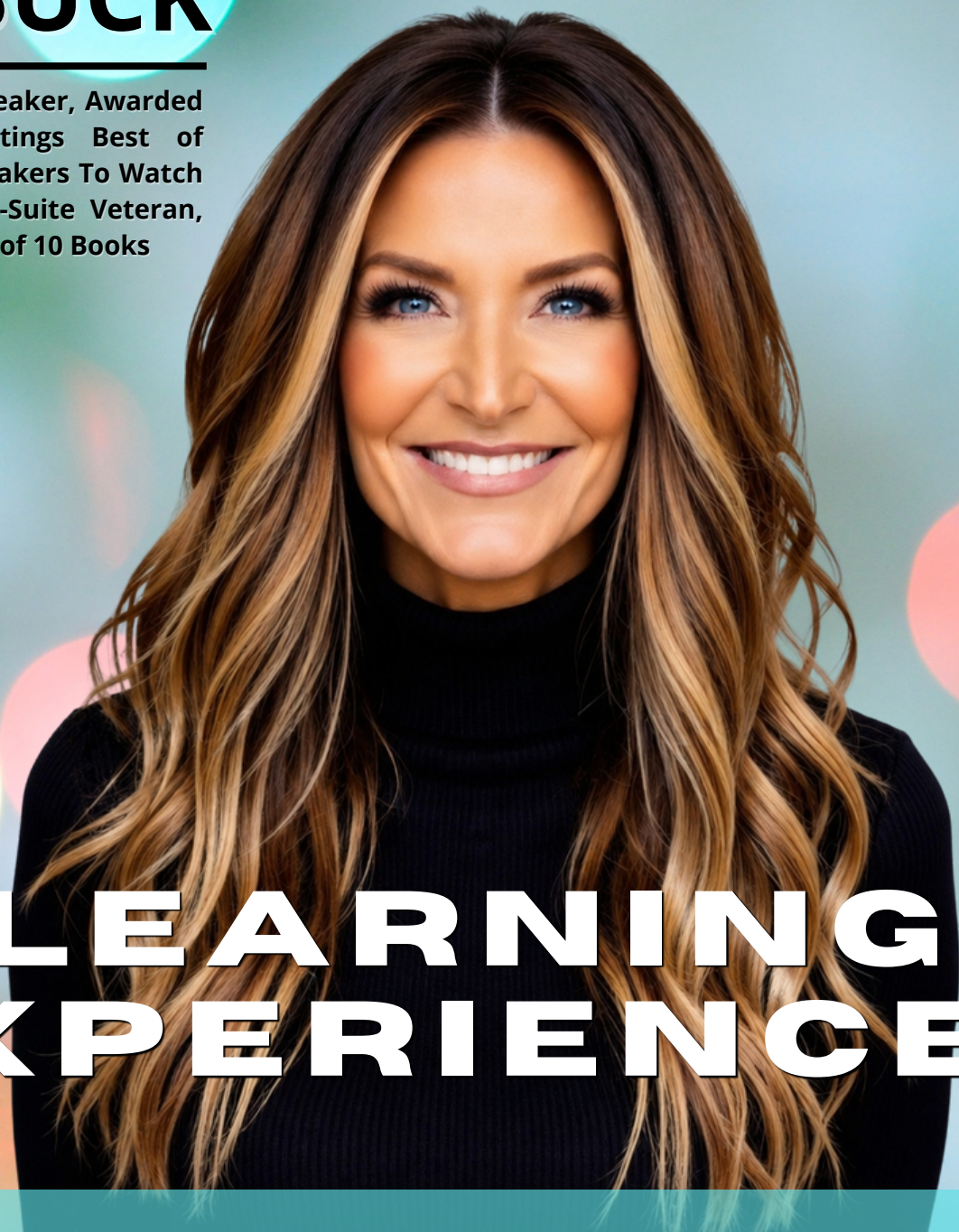


JEN BUCK

Global Keynote Speaker, Awarded
2026 Smart Meetings Best of
Stage, Top 100 Speakers To Watch
in 2024 & 2025, C-Suite Veteran,
Bestselling Author of 10 Books

A portrait of Jen Buck, a woman with long, wavy, light brown hair and blue eyes, smiling warmly. She is wearing a black turtleneck sweater. The background is a soft-focus bokeh of colorful circles in shades of blue, green, and pink.

LEARNING EXPERIENCES

Imagine a training room where people aren't passively watching slides—they're testing ideas, challenging assumptions, practicing real conversations, solving workplace problems, and discovering how their everyday choices shape the people they lead. Jen Buck creates high-energy, immersive learning experiences that blend neuroscience, practical application, guided practice, lively discussion, humor, music, and unexpected participation. Every session is intentionally designed around how modern humans learn, connect, and change—so participants don't simply leave with more information. They leave with useful tools, shared language, greater confidence, and the ability to lead differently the very next day.



Meet Jen Buck.

For the last 28 years, Jen Buck has been helping leaders, teams, and organizations create meaningful impact in the moments that matter most. An award-winning keynote speaker, C-Suite veteran, author, and former television and podcast host, Jen has delivered over 10,000 presentations and impacted more than one million people worldwide as a Keynote Speaker.

Throughout her career, Jen has worked with Fortune 100 companies, global brands, associations, and organizations across industries, helping leaders strengthen culture, elevate engagement, improve client experiences, and drive meaningful behavior change. Her client roster includes organizations such as Google, Coca-Cola, McDonald's, NASA, Mercedes-Benz, Molson Coors, and many others.

Before building her speaking career, Jen spent a decade helping launch and grow an award-winning global startup that became a billion-dollar brand. She later served in executive leadership roles including Chief Operating Officer, Chief of Staff, and Chief Communications Officer, giving her a unique perspective on the challenges facing today's leaders and organizations.

Recognized as **2026 Smart Meetings Best Of Stage** and one of the **Top 100 Speakers to Watch** in both 2024 and 2025, Jen is known for creating keynote experiences that go far beyond traditional presentations. Blending neuroscience, storytelling, music, movement, audience participation, and practical application, she transforms passive audiences into active participants and creates the kind of engagement, connection, and energy that modern audiences crave.

At the heart of Jen's work is a simple belief: *people have changed faster than leadership has*. As technology accelerates and attention becomes increasingly fragmented, Jen helps leaders create the one thing that remains irreplaceable: meaningful human connection. Through her signature message **Leadership for Modern Humans** Jen equips audiences with practical strategies to build trust, strengthen influence, foster belonging, and create lasting impact in an AI-powered world. Jen doesn't *just* deliver information. **She creates experiences people feel in their bones—and remember long after the event ends.**

Training Offerings

Modern Leadership • Trust • Clarity • Influence • Team Performance

THE IMPACT ADVANTAGE

Leading Modern Humans with Trust, Clarity, and Influence

People have changed faster than leadership has. Today's employees are navigating unprecedented levels of distraction, information overload, burnout, technological acceleration, and rising expectations—while many leaders are still relying on approaches designed for a different era. The Impact Advantage helps leaders understand how modern humans think, respond, connect, and perform so they can lead with greater intention. Through neuroscience, human behavior, and practical leadership strategies, participants learn to strengthen trust, communicate with clarity, increase their influence, and create the everyday experiences that move people—and performance—forward.

Participants will learn to:

- Recognize how attention, emotion, and cognitive bias influence behavior and performance
- Build trust through everyday leadership interactions
- Communicate expectations with greater clarity and intention
- Increase influence without relying solely on authority
- Create conditions that strengthen ownership, connection, and momentum
- Lead modern humans in ways that produce meaningful, lasting impact

Employee Engagement • Workplace Culture • Belonging • Collaboration • Employee Experience

THE IMPACT EFFECT

Creating the Everyday Experiences That Build Engagement and Belonging

Culture isn't created through mission statements, annual events, or leadership intentions. It's created in the moments people experience every day. The Impact Effect reveals how attention, emotion, connection, and belonging shape the way employees feel, contribute, collaborate, and stay. Participants learn how seemingly small interactions create a ripple effect across teams—and how leaders can intentionally design experiences that strengthen engagement, deepen trust, and build a culture people genuinely want to be part of.

Participants will learn to:

- Understand how everyday interactions shape culture and employee experience
 - Recognize the leadership behaviors that strengthen—or silently erode—engagement
 - Create greater connection, inclusion, and belonging across teams
 - Use emotional contagion intentionally to influence energy and performance
 - Strengthen collaboration, morale, and team ownership
 - Build a culture people want to contribute to and remain part of
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THE IMPACT EXCHANGE

Navigating Feedback, Conflict, and the Conversations That Matter

Every leadership conversation is an exchange—not only of words, but of emotion, intention, interpretation, and trust. The Impact Exchange equips leaders to communicate clearly when the stakes are high, adapt their approach without diluting the message, and navigate feedback, conflict, and performance concerns with confidence. Participants learn how to reduce defensiveness, listen for what is really happening, and create conversations that move people beyond tension and misunderstanding toward clarity, accountability, and meaningful action.

Participants will learn to:

- Recognize how emotion, assumptions, and communication styles shape an exchange
- Communicate expectations with clarity, confidence, and intention
- Adapt their approach without compromising the message
- Deliver feedback that strengthens accountability and reduces defensiveness
- Listen for understanding while maintaining the purpose of the conversation
- Navigate conflict, tension, and personality differences productively
- Address difficult behavior and performance concerns directly
- Turn high-stakes conversations into opportunities for trust and forward movement

Coaching • Accountability • Performance Management • Employee Development • Ownership

THE IMPACT CATALYST

Coaching People to Grow, Perform, and Take Ownership

Great leaders don't create followers who wait for answers—they develop people who think, act, and take ownership. The Impact Catalyst equips leaders to unlock potential through purposeful coaching, clear expectations, meaningful accountability, and the right balance of support and challenge. Participants learn how to identify what is limiting performance, guide employees toward their own solutions, and turn everyday leadership moments into opportunities for growth. The result is a more capable, confident, and self-directed team that performs without depending on the leader for every next step.

Participants will learn to:

- Establish clear expectations that strengthen focus and accountability
 - Identify whether performance gaps stem from clarity, capability, confidence, motivation, or ownership
 - Ask coaching questions that build critical thinking and independent problem-solving
 - Balance support and challenge to accelerate growth
 - Hold people accountable without taking responsibility away from them
 - Address performance concerns before they become established patterns
 - Build greater confidence, capability, and decision-making across the team
 - Create a coaching culture where people actively own their growth and results
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THE IMPACT SHIFT

Leading People Through Change, Uncertainty, and Accelerated Expectations

Change doesn't fail because people are incapable of adapting. It fails when leaders overlook the human experience of uncertainty. The Impact Shift helps leaders understand how people process disruption, why resistance emerges, and what employees need to move from apprehension to action. Participants learn how to communicate through uncertainty, create stability without making promises they can't keep, and help teams release outdated ways of working so they can move forward with greater confidence, agility, and ownership.

Participants will learn to:

- Understand the human response to change, uncertainty, and perceived loss
- Recognize what resistance may be communicating beneath the surface
- Communicate clearly and credibly when every answer is not yet available
- Create stability, trust, and direction during periods of disruption
- Help employees move from uncertainty and resistance toward meaningful action
- Maintain engagement, focus, and performance as expectations evolve
- Model the adaptability and emotional steadiness teams need from their leaders
- Build greater agility and ownership throughout the change process

Emotional Intelligence • Self-Awareness • Emotional Regulation • Stress Management • High Performance

THE IMPACT MINDSET

Emotional Intelligence, Resilience, and High Performance Under Pressure

Leaders set the emotional temperature of the room—especially when pressure is high. The Impact Mindset helps leaders understand how their thoughts, emotions, and reactions influence decision-making, relationships, and team performance. Participants learn to recognize their internal patterns, regulate their responses, and remain grounded when circumstances become demanding. By strengthening emotional intelligence and resilience, leaders become better equipped to think clearly, respond intentionally, and create the steadiness others need to perform at their best.

Participants will learn to:

- Recognize how emotions influence judgment, behavior, and team performance
- Identify personal triggers and habitual responses under pressure
- Regulate emotions without suppressing or ignoring them
- Replace reactive behavior with more intentional leadership choices
- Maintain clarity, composure, and credibility during challenging moments
- Recognize and respond to the emotional cues of others
- Strengthen resilience without normalizing burnout or chronic overload
- Use emotional contagion intentionally to create greater confidence and stability

*Ready to make
an Impact?*



Partner With Jen Buck Today.

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