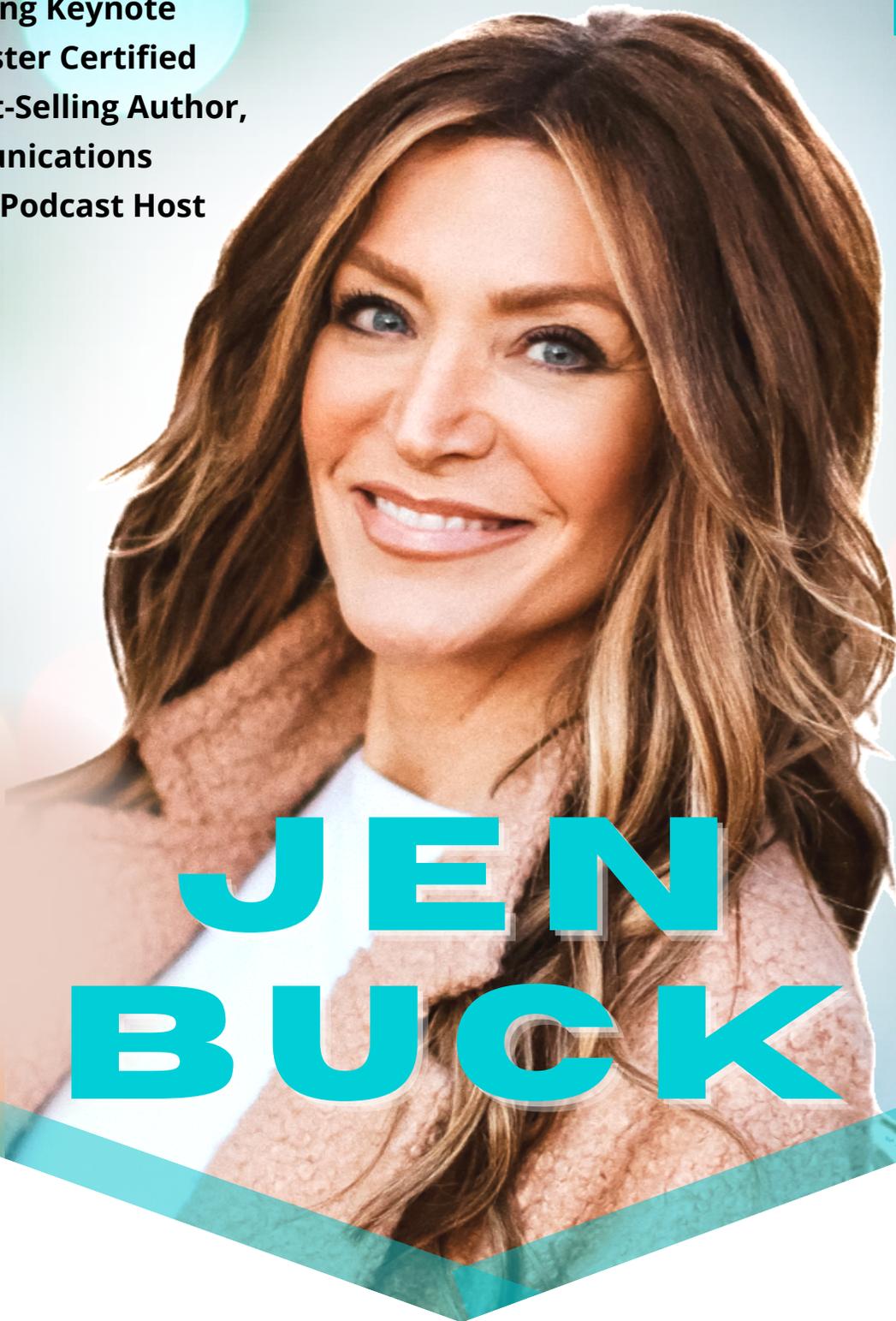


**Award-Winning Keynote  
Speaker, Master Certified  
Trainer, Best-Selling Author,  
Chief Communications  
Officer, TV & Podcast Host**



# JEN BUCK

Partnering with the biggest brands in the world, I help to develop their high-performing leaders. With an inspiring and engaging message, leaders can confidently step into their power and transform their influence.



## 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 in front of groups as large as 25,000 people. 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 consistency, recency, and primacy. 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 BUCK



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

## TAP INTO YOUR 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.

## 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.



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## INCREASE RELATABILITY

Understand the power of  
Strategic Exposure when  
leading through challenging  
circumstances

## IMPROVE ACCESSIBILITY

Recognize the power of  
human connection in the  
workplace and how to use  
it to increase retention,  
output, and commitment

## BUILD TRUST AND RELIABILITY

Experience greater  
innovation by meeting  
challenges with authenticity  
and openness

## 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 in the workplace.

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.

When we hear the stories of successful people we are frequently inspired by the circumstances and obstacles they were able to overcome along their path. Although we go to great lengths to hide our own vulnerability, it is most often the vulnerable leaders who share their weaknesses and struggles that we find most authentic, inspiring and easy to connect with.



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## TAP INTO YOUR FEMININE POWER

Identify the traits, behaviors,  
and characteristics of ideal  
leaders and use it to  
supercharge your  
trajectory

## MAXIMIZE EMOTIONAL INTELLIGENCE

Use your innate  
superpowers to build  
stronger relationships and  
gain greater influence

## KNOW THE RULES OF ENGAGEMENT

Learn how to strategically  
navigate through old school  
politics and The Good 'ol Boy  
Network-- you need to know  
the rules

## The Power of the 21st Century Woman

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.

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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## AMPLIFY YOUR AUTHENTICITY

Build a strong reputation to connect, influence, and activate more people in order to create a larger impact

## UNDERSTAND RELEVANCY

Use the Laws of Recency and Primacy to build your relevance in order to bring forth progressive and fresh ideas

## CHOREOGRAPH OPPORTUNITIES

Strategically create opportunities to build proximity in order to be seen as a professional asset by those with authority and influence

## Maximize Your Personal Brand; Strategically Creating and Amplifying Your Influence In The Workplace

Everyone should understand the power of being an influencer. An influencer is a person who has the power to impact the decisions of others because of their authority, knowledge, position, or relationship with their 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. 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.



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## BREAKING THE FEAR CYCLE

Recognize the patterns of  
the brain that trick you into  
playing it safe and learn to  
override those signals so  
you can achieve more

## REFRAMING YOUR FEAR

See the truth in your  
capabilities and desires,  
then find the courage to  
take up space and speak  
truth to power

## USING YOUR POWER

Notice the habitual ways  
you shrink your spaces, so  
you can flip the script and  
start expanding your  
opportunities

## 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-- to ultimately help you be unstoppable!

We have done the work, prepared like an athlete, and planned like a builder... now is the time for us to take the leap.



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## BANG HEAD HERE

Identify the mental and  
physical symptoms of stress  
and understand the  
difference between good  
and bad stress.

## CARBS, SWEARING, AND SARCASM

Tips, ideas, and techniques  
to recognize triggers and  
understand how women  
combat stress.

## ADULTING LIKE A BAD\*SS

Strategies to simplify your  
life at work and at home, so  
that you can have more  
control of your life.

## Does This Stress Make My Butt Look Big?

Thinking about our well-being has never been more front and center as it is today. With more and more of us feeling a downturn regarding our balance and mental state, due to the multiple layers of loss during the pandemic, we must do away with archaic misconceptions about mental health and fight to create a safe and supportive environment where we can thrive.

This keynote will teach women about common destructive working patterns and educate them to recognize the warning signs, both in their colleagues and themselves, such as often overlooked triggers, as well as red flags around burnout, anxiety, and depression. This fun and entertaining keynote will encourage change through humor and engagement, along with relatable and easy to apply strategies.

Imagine a more productive, less stressed, and more focused professional and personal life. It's time to take a breath, have a laugh, and discover new ways to recharge our energy and enthusiasm... and learn to see our life and career in a whole new way.



# Media Goodies

Seen & Heard On:



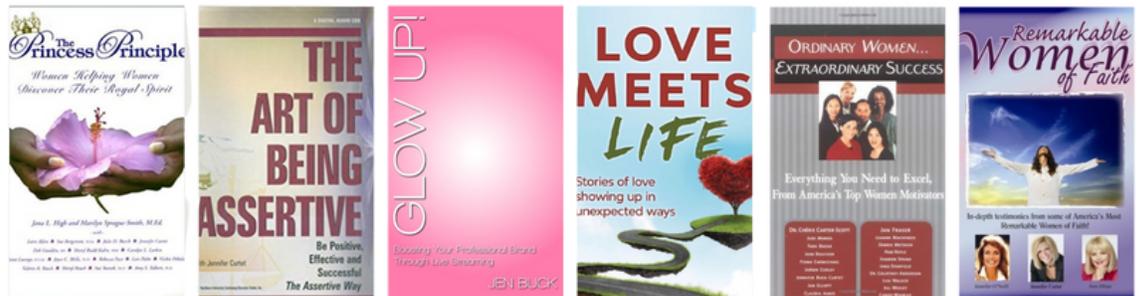
Click images above for details on Media, Clients and Events

## 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 for Speaker Reel and Social Media Links





*Let's do this!*

**Partner With Jen Buck Today.**