

JEN BUCK

Award-Winning Keynote Speaker,
5X Best-Selling and Award-Winning
Author, C-suite Veteran, Top 100
Speakers To Watch in 2024 & 2025

WOMEN
BRANDING



BRANDING FOR IMPACT

Craft Your Identity. Command Attention. Create Impact That Sticks.

In today's overstimulated, hyper-competitive world, visibility isn't enough—you need to create multi-sensory moments the brain can't ignore. Branding for Impact is a high-energy, immersive keynote where women experience branding through story, music, movement, nostalgia, film clips, and the neuroscience of emotional resonance. Blending brain-based insights with Jen's signature fast-paced delivery, this session shows attendees how impressions are formed, credibility is assigned, and memory is encoded—so they can shape a brand that's not just seen, but felt. Participants learn how to elevate presence, strengthen their narrative, and build influence using proven psychological cues and experiential techniques that ignite emotion and anchor impact. They leave equipped with science-backed, actionable tools to craft a magnetic, memorable brand that inspires trust, sparks momentum, and moves people into meaningful action long after the keynote ends.

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

-Chris Grebowiec, Global Learning Leader, Square

THE IMPACT EFFECT

Create a brand people feel—one that imprints on the brain. Learn how to build a strong, authentic reputation rooted in the neuroscience of memory, emotional contagion, and credibility. When you understand how the brain encodes and recalls influence, you can deliver impact on command.



POSITIONED FOR IMPACT

Stop waiting your turn. Use the laws of Strategic Positioning and psychologically informed communication to increase your relevance and spotlight your best ideas. When preparation meets brain-based influence strategies, you take center stage—naturally and consistently.

IMPACT BY DESIGN

Influence doesn't happen by accident. Learn to engineer opportunities and choreograph proximity to decision-makers using neuroscience-backed cues of authority, trust, and social capital. When you design your brand with intention, you create impact in the rooms where real decisions are made.



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