

# JEN BUCK

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



## KEYNOTE LISTING

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 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 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.



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## KNOW YOUR 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.

## Building Your Executive Presence; The Power of Strategic Positioning

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.



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## 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.

## CLIMBING 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 YOUR 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!

## 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.





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## 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 encourage 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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## UNFORGETTABLE LEADERSHIP

Learn the techniques that the best leaders are using to inspire, ignite, and transform the relationships around them

## RECOGNIZING TALENT

Recognition is the key to both an employee's and customer's heart. Freely sharing appreciation is what transforms individuals

## USING YOUR GOLDEN BUZZER

The opportunities to create a magical moment are everywhere. You'll get ideas, suggestions, and tools to help you make those moments a reality

# Creating Golden Buzzer Moments; Unforgettable Leadership Strategies That Change Lives

We've all seen those Golden Buzzer Moments on America's biggest stage in the world. They are the magical performances, where the world stands still for three minutes and you're left with tears and wonder, along with a *knowing* that something special and life-changing just occurred. While those moments seem to be reserved for television, they don't have to be. Everyday heroes are all around us, along with those magical opportunities to change a life, if we just pay attention. And, *that* is at the core of Unforgettable Leadership.

This inspiring keynote is a call-to-action to change the trajectory of someone's day through motivating words and actions. For too long the corporate space has been solely focused on production, but the secret to the most beloved brands and leaders in the world is that they are committed to creating an unforgettable workplace for their employees, and even the customers they serve. This keynote will touch the hearts of your employees, wake up the superhero within them, and remind them that we are all here to make the world a better place... one moment at a time.



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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.**