

SHELLEY BROWN

PLANNER FRIENDLY/CONFERENCE PROGRAM TALK OVERVIEWS

THE NEW “NDA”

NOTICE. DISCERN. ACT.

HOW LEADERS BUILD TRUST, CONNECTION, AND PERFORMANCE.

Most leaders are so consumed by task execution and busyness that they’ve stopped noticing the signals that people are struggling, disengaging, getting stuck, or losing trust. In today’s dispersed workforce, those signals are harder to see than ever, requiring leaders to gather human information intentionally rather than relying on proximity alone.

This keynote, The New “NDA” solves for that with practical, concrete, teachable behaviors that are both emotionally intelligent and operationally measurable.

The secret is threefold:

Notice what matters. Discern its meaning. Act accordingly.

Notice-Discern-Act helps leaders build the kind of trust that holds up under the pressures of the industry, catch disengagement before it’s poured into a resignation letter, and produce performance that outlasts any fleeting incentive program.

BREAKING THE HARD RULES:

REDEFINING STRENGTH IN WOMEN’S LEADERSHIP

Women are still leading by rules they never wrote.

While these rules once helped women succeed, today they often fuel burnout, limit effectiveness, and reinforce unsustainable cultures at work. *Breaking the Hard Rules* is a high-energy, story-driven keynote experience featuring spoken word, improv, and audience participation.

This experience invites women to examine the rules they are perpetuating, choose a more powerful definition of strength, and recognize how their leadership models success for the next generation.

Participants leave aligned in values, clear in impact, and grounded in the legacy they are creating.

THE BELONGING EQUATION:

BUILD CULTURE THROUGH HUMAN CONNECTION

In times of rapid change, the greatest threat to performance is disconnection.

When people feel unseen or disconnected, engagement drops, collaboration suffers, and cultures quietly erode. *The Belonging Equation* explores how belonging is built or broken in everyday leadership moments -- how people are welcomed, engaged, integrated into the work, supported in

taking risks, and met with follow-through.

This session reveals how a leader’s own sense of belonging, or lack of it, can unintentionally create barriers for others.

When these moments are handled well, psychological safety increases, trust and connection strengthens, and teams perform better together.