

SHELLEY BROWN

LEADERSHIP KEYNOTE SPEAKER AND WOMEN'S LEADERSHIP EXPERT



Shelley Brown is an award-winning keynote speaker, former Les Clefs d'Or concierge, artist, author, and mindfulness educator.

She believes leadership is not a title, it's the experience people have of you.

With a career spanning hospitality and technology, Shelley has spent decades studying what helps

people and organizations build trust, connect, perform, and thrive. Her work challenges leaders to notice what matters, discern its meaning, and act accordingly.

With bold energy, practical insight, and her signature blend of heart and humor, Shelley helps leaders build trust, strengthen connection, navigate change, and create results that last.



Shelley Brown - Trusted by United Airlines, Dallas Mavericks & Fortune 500 leaders worldwide

TRANSFORMING CORPORATE
CULTURE THROUGH REAL LEADERSHIP
AND POWERFUL STORYTELLING





THE NEW “NDA” NOTICE. DISCERN. ACT.

HOW LEADERS BUILD TRUST, CONNECTION, AND PERFORMANCE.

Introduce your corporate audience to a practical process they'll want to implement first thing Monday morning.

Most leaders are so consumed by task execution and busyness that they have stopped noticing the signals that people are struggling, disconnecting, getting stuck, or losing trust. The disengaged team member dialing it in between yawns. The trust slowly eroding with each half-hearted interaction. The team meeting where the energy shifted and nobody said anything. When speed is rewarded and presence is sacrificed, the cost of that trade-off becomes too high.

The challenge isn't simply that leaders aren't noticing. It's that what you notice and what you know are rarely the same thing.

In a work culture that's increasingly shaped by automation and artificial intelligence, the organizations that will stand apart are the ones that never forget the human experience. But how can leaders deliver when they're consumed by task execution and busyness? The best leaders:

Don't confuse what they notice with what they know. Leaders who adopt a hospitality mindset:

Notice what matters. Discern its meaning. Act accordingly.

Then they can build the kind of trust that holds up under pressure, catch disengagement before it's poured into a resignation letter, and produce performance that outlasts any fleeting incentive program.

In Shelley Brown's keynote, *The New “NDA”* she shares practical, teachable behaviors in an entertaining, memorable, and actionable presentation that leaders can implement immediately to build trust, strengthen communication, and drive better business outcomes.

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THE ROI

- Clearer communication and stronger follow-through in high-pressure moments
- Increased trust, engagement, and alignment across teams
- Reduced friction, misalignment, and burnout
- Improved execution and productivity

LEAVE WITH

- A practical framework: Notice. Discern. Act.
- How to interpret—not just observe—the human signals that matter.
- Practical leadership behaviors that strengthen trust, communication, and accountability.
- A hospitality mindset that improves performance in any industry.

This talk can be tailored for leadership teams across industries. Half-day and full-day workshops available.



THE BELONGING EQUATION:

BUILD CULTURE THROUGH HUMAN CONNECTION

In a world of rapid change, the biggest barrier to performance is disconnection. What does it really take to keep people connected and engaged in today's fast, fragmented workplace?

"We all want to be seen. We all want to be heard. We all want to be known. When leaders create alignment with who people are, what they care about, and what they value, people show up well and perform at their best."

The Belonging Equation is a fun, high-energy, interactive keynote experience rooted in relatable stories and meaningful audience participation.

Today's workplaces are faster and more demanding than ever. Leaders are expected to deliver results while navigating change, burnout, and uncertainty. When people feel unseen or disconnected, engagement drops and collaboration suffers. Belonging is built or broken in everyday leadership moments.

This session shows leaders how presence, curiosity, and awareness create psychological safety and strengthen connection across teams. Through storytelling, humor, interactive moments, and the W.E.I.R.D. framework, leaders explore how daily behaviors and leadership choices shape belonging.

THE ROI

- Clearer leadership decisions in people-centered moments
- Stronger trust and communication across teams
- Reduced disengagement and burnout
- Higher collaboration and performance as a result of psychological safety

LEAVE WITH

- Greater awareness of how belonging is built in everyday leadership moments
- A human-centered roadmap using the W.E.I.R.D. framework
- Practical ways to create safer, more inclusive team dynamics
- A deeper understanding of how leadership behavior shapes culture and outcomes

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This talk can be tailored for leaders and teams across industries, with optional breakout and half day or full day workshops.



BREAKING THE HARD RULES:

REDEFINING STRENGTH IN WOMEN'S LEADERSHIP

"We are leaders of people, and people are looking for something more honest, more real, and more grounded - more you. This is not about being more badass. It's about being more you."

Breaking the Hard Rules is a high-energy, story-driven keynote experience featuring spoken word, improv, and meaningful audience participation.

Why are so many women leaders exhausted by rules that no longer serve them?

Women are still leading by rules they never wrote. While these rules once helped women succeed, today they quietly drive burnout, limit effectiveness, and shape unsustainable cultures. Leadership today requires clarity, trust, and emotional intelligence.

This session 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.

THE ROI

- Stronger leadership presence
- Improved communication and influence
- Reduced burnout
- Greater alignment with values and legacy

LEAVE WITH

- Clear awareness of the hard rules shaping how you lead and the cost of continuing them
- Greater ability to lead in values-aligned ways when people need it most
- Practical application of the L.E.A.D. framework to interrupt leadership extremes in real time
- Clarity around the legacy you are modeling through everyday leadership behavior

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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.

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AUDIO VISUAL NEEDS

CLIENT WILL PROVIDE:

- Computer (Speaker requires house computer; will not present from personal device)
- LCD Projector
- Confidence Monitor
- Extra-Large Screen(s) – Large enough for clear visibility by the entire audience
- Remote-Control Mouse – happy to use client's choice of device
- Headset Lavalier – No handheld or clip-on devices please
- System/Speakers
- 4 Handheld Mics for Engagement Activity (Mic Runners)
- Small Table (24")

ROOM SET UP PREFERENCE:

- Rounds are preferred to allow mobility of Speaker throughout
- If Theatre or Classroom style required, please provide pathways for Speaker to move throughout the room – ONLY applicable if less than 250 attendees in the audience
- Speaker will not be using a podium

ADDITIONAL REQUIREMENTS:

- Speaker will include Client's logo on the introductory slide, but does NOT use Client-provided slide templates.
- The presentation will be PowerPoint, landscape orientation, 16:9 aspect ratio, and will not video and audio elements embedded.
- Speaker and Client will meet at least 60 minutes prior to the Event for an A/V and sound check, (unless mutually agreed otherwise) without any audience attendees. During the sound check, the Speaker will also meet with the person introducing her.
- If the presentation is being held during a meal, it is preferable that food consumption is over and that all dishes are cleared prior the presentation.
- Speaker may have handouts