

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



A photograph of Shelley Brown, a woman with short blonde hair, wearing a colorful patterned dress and a necklace. She is standing on a stage, holding a small object in her hands, and appears to be speaking or gesturing. The background is dark with some stage lighting. A large green arrow points downwards from the top right corner of the image.

NO IFS, ANDS OR BOTS

THIS MOMENT NEEDS A HUMAN.

We've all been there. Trapped in bot jail, pressing every number, yelling "REPRESENTATIVE!" hoping one will finally lead to an actual person, standing in a new city with GPS in hand twirling in a circle trying to figure out which freaking direction it's telling us to go, or arguing with ChatGPT because it cannot write something that sounds like we wrote it and somehow never seems to tell us we're wrong when we use it as a sounding board.

Technology is getting extraordinarily good at making our lives easier, faster, and more convenient, and that's a good thing. As technology gets better, **the bar for the human experience gets higher.**

Nobody is going home declaring how wonderful your bot is. They're going to talk about the human who did something worth talking about.

The opportunity isn't simply to be more human in a world of technology. **It's to get better at what humans can do for one another.**

In **No Ifs, Ands or Bots**, award-winning keynote speaker, former Les Clefs d'Or concierge, and longtime hospitality and technology leader Shelley Brown brings this idea to life through surprising stories, humor, improv, and live audience participation, challenging audiences to think differently about the moments that make an experience memorable.

The result: people who are better prepared to navigate the unscripted moments technology can't solve, make better judgments in real time, and take meaningful action when the standard answer isn't enough.

This moment needs a human. Let's get better at helping humans help humans.

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WHAT YOU'LL TAKE WITH YOU

Wait. That matters.

- Get better at recognizing the details, changes, questions, and opportunities that are easy to miss. Noticing is where possibilities begin.

Hold up. Don't assume

- Learn to separate what you notice from what you actually know. Question your first interpretation, get curious, and make better judgments about what comes next.

Go. Be the human.

- Use creativity, empathy and resourcefulness to respond to what the moment actually calls for.

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 breakouts 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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This talk can be tailored for all leadership audiences, with an optional breakout session available.

SHELLEY BROWN

PLANNER FRIENDLY/CONFERENCE PROGRAM TALK OVERVIEWS

NO IFS, ANDS OR BOTS

THIS MOMENT NEEDS A HUMAN.

We've all been there. Yelling “**REPRESENTATIVE!**” at a bot, twirling in circles with GPS in hand, or arguing with ChatGPT because it somehow never tells us we're wrong.

Technology is getting extraordinarily good at making our lives easier, faster, and more convenient. As technology gets better, the bar for the human experience gets higher.

This high-energy, interactive experience explores what humans need to get better at as technology gets better at everything else. Through Notice, Discern and Act, audiences learn to catch what matters, challenge assumptions, and bring judgment, curiosity, empathy, creativity, and resourcefulness to the unscripted moments technology can't solve.

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.