



**STRESS RECOVERY &  
WORKPLACE WELLBEING EXPERT**

I show organizations how to prevent burnout and compassion fatigue — while building the resilience, creativity, and engagement that drive business results.

# SPEAKER KIT

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# WHAT I BRING 01



## 46% of working women report feeling burned out vs. 37% of men

Women are *twice* as likely as men to burn out — not because we're weaker, but because our stress response is stronger. Think running a full marathon while juggling 17 mental tabs on a hormonal rollercoaster. Spoiler Alert: no one's thriving under those conditions.

After my own struggle with severe burnout, I spent the last 15 years researching how stress actually affects women. Along the way I have created

science-backed to manage it. Real, doable strategies that work with your life, not against it. My strategies take the guesswork out of what will be effective.

Your audience doesn't need another motivational speech that tells them to "just breathe." They need to feel seen, get practical solutions they'll actually use, and leave your event with more clarity, energy, and control than they walked in with.



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# 02

# ABOUT ME



Jennifer Bassman is a relatable, engaging and humorous keynote speaker, writer, and business owner. She has dedicated over 15 years to researching stress and burnout to provide others with practical solutions backed by science.

Her expertise lies in addressing significant stress contributors, including a lack of boundaries, decision-making, and the inner critic that feed negative feelings and stress.

Jennifer's journey began in Des Moines, Iowa, where she grew up as a people-pleasing perfectionist with a love for dogs, the Iowa

Hawkeyes, and fresh sweet corn. In her early 20s, she founded her first business, navigating the challenges with Diet Dr Pepper and sheer determination.

Today, she resides in Dallas, Texas, with her husband and four high-maintenance rescue dogs, drawing on her 25 years of pet care industry experience to enrich her work.

Jennifer's relatable approach and deep understanding of burnout and chronic stress make her a sought-after speaker and workshop leader.



**2k**

email subscribers



**60k**

social media followers



**4**

dogs running my life



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# TOPICS

# 03

## **Unshakeable Leadership: Building Mental Strength to Thrive Under Pressure**

In today's high-stakes workplace, pressure is inevitable — but how you respond determines whether you lead effectively or burn out. This keynote equips leaders with strategies to build mental strength, reframe stress as a growth opportunity, and sustain peak performance under pressure. Jennifer shares practical tools for navigating uncertainty, strengthening emotional intelligence, and creating resilience that drives results for teams and organizations.

Key Takeaways:

- Reframe pressure into a catalyst for innovation and growth
- Strengthen emotional intelligence to lead with clarity and confidence
- Build personal resilience that fuels sustainable high performance

## **The Power of Play: Unlocking Creativity, Innovation, and Employee Engagement**

Fun isn't frivolous — it's a business strategy. When employees are stressed and disengaged, productivity suffers, innovation stalls, and collaboration breaks down. Jennifer demonstrates how fun, play, and laughter reduce workplace stress and increase problem-solving, creativity, and team engagement. Backed by research and infused with humor, this session shows why prioritizing play is the key to stronger teams, higher retention, and a thriving workplace culture.

Key Takeaways:

- Harness play to fuel creativity, problem-solving, and innovation
- Reduce chronic stress and compassion fatigue through simple mindset shifts
- Increase collaboration and engagement by cultivating a culture of fun

## **Beyond Burnout: Building Resilience and Sustainable Performance**

Burnout isn't just an individual issue — it's an organizational risk that impacts retention, productivity, and morale. This keynote gives leaders and employees actionable tools to prevent burnout and compassion fatigue before they derail performance. Jennifer reveals the hidden causes of chronic stress, shares strategies for building resilience, and empowers audiences to create boundaries that protect well-being while sustaining results.

Key Takeaways:

- Recognize the hidden causes of burnout and chronic stress in the workplace
- Apply practical tools to reset, recharge, and build resilience
- Protect employee well-being while maintaining high performance and engagement

**73%**

Women are feeling the pressure. 73% say they absorb stress from loved ones, and most of them just feel it.

**18%**

Only 18% of women are open about the amount of stress they feel on a daily basis.

**51%**

On an average day, 51% of working women say they felt stressed a lot of the day — compared to 39% of men.



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# 04 POTENTIAL ROI

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## REPORTED ROI FROM MY SESSIONS AND WORKSHOPS

Investing in the right speaker isn't just about filling in an agenda slot — it's

about maximizing the investment you've already made in your event.

Consider this:

- **Engagement Matters** – It is a priority for me that attendees stay engaged and get real takeaways that they can use immediately.
- **Event ROI** – 92% of my workshop attendees say they felt empowered to build their mental strength using the tools shared.
- **Professional Development & Mindset Shift** – 30% reduction in stress and burnout symptoms within six weeks of my conference presentation.



# DETAILS + FEES 05



## WEBSITE

[www.JenniferBassman.com](http://www.JenniferBassman.com)

## DEMO REEL LINK

[Jennifer's Speaker Reel](#)

## SPEAKER FEE

**60 minutes keynote:** \$5000 + travel/lodging allowance

**In-House Workshop:** Start at \$3500 + travel/lodging allowance

Look forward to  
working with you!  
— Jennifer

## BOOK PURCHASE (OPTIONAL)

Paperback copies of my book and journal, *Unstuck & Unstressed*, for \$10 each.  
(Hardcover for \$20 each.) *Must order at least two weeks prior to the event.*

## ONE-ON-ONE COACHING & TEAM FOLLOW-UP COACHING AVAILABLE

## HOME AIRPORT

Dallas-Fort Worth (DFW); American Airlines preferred



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