

# move YOUR AUDIENCE.

SPEAKER

COACH

PROFESSIONAL NUDGER

## ABOUT SALLY Z

"Sally Z" is an award-winning speaker, best-selling author, and coach whose mission is to empower leaders of all stripes to bravely move from the sidelines to the spotlight at work – on stage – and in life. After 20+ years of honing her craft, Sally curates experiences that move people – including co-producing the beloved Permission Slip Conference. She has spoken in front of thousands, is the host of This Moved Me, a podcast in the top 2% of podcasts in the world and is listed in the top 3% of Women in Business speakers by espeakers.com. Her instant best-selling book, Speaking Story, came out in February 2024.

it's time to  
#SHOWUPANYWAY

### MOST REQUESTED

### speaking topics:

#### SELF-DOUBT

Overcoming what's holding you back – so you can have a bigger impact

#### STORYTELLING

Using the persuasive power of **story** to lead more effectively & boldly

#### AUTHENTICITY

How to bring more of your authentic self into the big moments

IDENTIFIED AS TOP 3% OF  
"WOMEN IN BUSINESS"  
SPEAKERS.

ESPEAKERS.COM

### TRUSTED BY:

“ Sally has such an amazing presence. Her presentation was insightful & refreshing!

“ THIS WAS THE BEST 30 MINUTES I HAVE EVER SPENT!

book sally

# KEYNOTE TOPICS

## Solve Your Self-Doubt Spiral

*The secret to doing bigger, braver, and bolder things – FASTER.*

Most people believe that only certain special people have what it takes to do the big and bold things that our careers sometimes require... After 20 years of walking side-by-side with hundreds of leaders and entrepreneurs of all stripes in the biggest 'risk' moments of their careers – they call upon something that we can ALL access. On the other side of that risk is more opportunities – more impact – more growth – and more revenue, IF we can hack through our own resistance and take the leap. In this interactive, dynamic and high-energy keynote session, Sally will help you unlock what's holding you back so you can shift from self-doubt into confident action – getting bigger results while you #showupanyway!

## The Persuasion Playbook

*Leveraging the magic of storytelling to make your mark, pitch your ideas, and ignite meaningful change.*

Storytelling is one of the most under-utilized leadership tools available to anyone who has the courage to yield it. Most people know this, but it doesn't mean they are using story or using it well. In this session, Sally breaks down the myths of storytelling in business and leadership – and shares a simple approach to leveraging story to persuade, engage, and connect.

## Authenticity in the Big Moments

*How to show up REAL – and stop playing small.*

Being ourselves in the big moments sounds easy, but we know it's not. We hope that when the spotlight – or interview – or big presentation – comes along, we'll ground ourselves in our voice and values in a powerful and confident way. But, as a coach for the last 20+ years, Sally's witnessed even the most confident people feel like they need to "be someone else" in order to be taken seriously or to have a real impact. There's a better way! In this keynote, Sally will share stories and strategies to help you BE YOU in the biggest of moments (when we're convinced we can't).

Sally is open for limited travel; sessions can be virtual, and adapted for longer workshops.

**book sally**

✉ [booking@bemoved.com](mailto:booking@bemoved.com)  
🌐 [SALLY-Z.COM/SPEAKING](http://SALLY-Z.COM/SPEAKING)



“

YOU WANT TO LEARN  
HOW TO BE AUTHENTIC?  
JUST WATCH SALLY...

*"Sally had an outsized impact on the community of professionals who attend our conference. We speak often about the importance of authenticity and then often joke about how people need to learn it and practice it. But Sally simply exudes it; she is just so obviously being herself in front of our audiences. That has been an inspiration to them and makes our jobs easier too. You want to learn how to be authentic? Just watch Sally..."*

*Rick Altman, Event Producer & Host – The Presentation Summit*

**sally z.**  
BE MOVED

# Speaking Story

Using the magic of storytelling to make your mark,  
pitch your ideas, and ignite meaningful change

INSTANT

#1

BEST-SELLER

Hey there, **changemaker...**

Speaking Story in a way that moves your audience isn't just a speaker thing.  
IT'S A LEADER THING.

Did you know? When you attach story to a product or idea – that story can:  
-increase the value by 2706%?\*  
-boost conversion rates by 30%, and are 55% more likely to buy from you!

Which means that making sure you and your team know how to tell a better story is not just about becoming a better leader, it can impact the bottom line.

**Enter: Speaking Story!**

A handbook for you and your leaders to become more persuasive, engaging, and authentic communicators.

\*sounds fake, we know, but Significant Objects wouldn't lie



## Bring Speaking Story to your team!



**mover package** 1 case (32 books)  
EACH BOOK = 1 Moving Presentations Course SEAT

**shaker package** 2 cases (64 books)  
The above +  
\$500 OFF FUTURE SPEAKING ENGAGEMENT

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**transformer package** 6 or more cases  
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