

ADVANCING CAREERS

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What Clients Are
Saying



Salima Valji

Keynote Speaker | Executive Coach | CEO



“It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent.”

— Madeleine Albright

Salima Valji

Salima is an award-winning powerhouse speaker who ignites audiences, focused on elevating the careers of women and people of color. Her action-oriented approach drives real progress, builds confidence, and boosts retention. For impactful change, Salima's the speaker you need—in-person or virtual.



Speaker Reel



Why Hire Salima?

- ✓ Focus on career advancement for women and people of color, aligning with inclusion and belonging goals
- ✓ Proven Impact on Retention and Engagement and Cross-cultural perspective that resonates with diverse audiences
- ✓ Interactive and conversational style that engages audiences
- ✓ Professional speaker with executive corporate leadership experience

Awards Received



What You Can Expect?

- ✓ Customization of every keynote to your key messages
- ✓ Motivating stories and examples that inspire
- ✓ Actionable takeaways that participants can implement immediately
- ✓ Audiences receive worksheet summary to take home
- ✓ Flexible presentation formats (in-person, virtual, hybrid, Q&A, Breakouts,)

EMPOWERING LEADERS ACROSS INDUSTRIES

KraftHeinz  Meta  Google  Microsoft



AMERICAN
EXPRESS

Deloitte.

SIEMENS
ENERGY

Freedom
mobile

 PLAID

Cassels

Biogen

CIBC

accenture

 Scotiabank

 Mattermost

 CBC

 ROGERS

Salima's Story

When my parents moved from Kenya to rural Alberta in 1976, we were the only people of color. My sisters and I endured racial slurs, bullying, and silence from teachers who should have protected us. I thought this was normal life—until we moved to the city.

On my first day in grade 5, two girls, Andrea and Renee, introduced themselves at recess. Their simple act of kindness changed my life, showing me the power of allyship and belonging.

Years later, as I advanced in my career, the voices at the leadership table echoed different barriers: "We can't promote her; she's pregnant," or "Wear something professional but sexy for the chairman." These comments silenced me, eroded my confidence, and made me question my worth.

Today, through Unleash Forward, I help women and leaders of color claim their voice, unlock their potential, and create inclusive workplaces that drive exceptional outcomes.



Claim Your Seat At The Table with P.I.E

Hard work may have fueled your early success, but as you rise in your career, effort alone isn't enough. Like many leaders, you may feel stuck, questioning your worth and wondering why recognition and advancement seem out of reach.

In this talk, Salima shares the powerful P.I.E. framework—Performance, Image, and Exposure—a game-changing approach that transformed her leadership journey and can do the same for you. Learn how to balance and invest in all three elements to amplify your influence, elevate your leadership, and achieve the growth you deserve.

Key Takeaways:

- Leave feeling inspired and empowered
- Learn a new framework for breaking through the glass ceiling
- Be inspired by other leaders and how they have applied the P.I.E. framework
- Gain actionable strategies to elevate your P.I.E that you can implement right away.

Who Can Benefit?

- High Potential Leaders
- Women Leaders
- People of Color Leaders



Menopositivity: Thriving Through Menopause at Work

Menopositivity is a highly interactive and energetic presentation that takes a taboo topic -menopause- and turns it on its head. Together, we will cover: the stages of menopause, debunking myths, how menopause shows up at work and tools to manage those interruptions, personal stories for inspiration, and reframing menopause as a stage to thrive.

Key Takeaways:

- Learn the different symptoms and stages of Menopause and debunk myths
- Learn how menopause shows up at work and the tools to manage those interruptions
- Discover inspiration and empowerment through the stories and experiences of other women: You are not alone.
- **Learn the MPower Approach Framework—Enlighten, Embrace, Explore, Envision—to stay confident, resilient, and uninterrupted in your career.**

Who Can Benefit?

- Women & those who identify as women
- Male Allies

Claim Your Worth: The Power of The Ask

The wage gap isn't just about a paycheck—it's about a lifetime of lost income. For women, and especially women of color, this can amount to over \$900,000 over a 40-year career. The reasons are systemic, but one factor is the failure to ask for what we're worth. As women, we often find ways to talk ourselves out of negotiating our compensation, leaving opportunities for equity and advancement on the table.

With actionable insights and a fresh outlook, Salima's talk will empower you to take control of your career and claim your worth. Through compelling case studies, learn from women who fearlessly claimed their worth and successfully negotiated their value. You'll walk away with the tools to confidently "make the ask," gain insight into the hidden costs of the wage gap, and learn how to overcome barriers and negotiate your value effectively using a 5-step framework.

Key Takeaways:

- Understand the \$1M+ cost of the wage gap and its impact over a career.
- Walk away with strategies to overcome negotiation barriers and build confidence.
- Gain insight into "The Art of The Ask" with a proven 5-step framework.
- Learn how to communicate your worth.
- Be inspired by real-life stories of women who transformed their careers

Who Can Benefit?

- Women and people of color leaders aspiring to executive roles.
- Senior female leaders and mid-level managers seeking career advancement.
- High-potential talent aiming for greater influence and authority.



Stepping Into Your Presence

Executive presence isn't one-size-fits-all—it's deeply personal, especially in an increasingly diverse world. While executive presence alone won't get you promoted, its absence can hold you back—particularly for women leaders. This keynote is designed to guide you through understanding, embracing, and elevating your unique leadership presence.

You'll explore the core elements of executive presence, dive into the specific challenges women face, and leave with actionable insights and a proven framework to communicate with confidence, authenticity, and authority. With Salima's fresh perspective, you'll feel energized, inspired, and ready to step into your power like never before.

Get ready for a high-energy journey packed with humor, insights, and 'aha' moments to help you step into your presence and lead with purpose!

Key Takeaways:

- Learn the three key elements of executive presence.
- Gain insight into why executive presence matters and the challenges women face in cultivating it.
- Unlock strategies to find your unique leadership voice and communicate with confidence and impact.
- Walk away with practical exercises to build authentic connections and leave a lasting impression.
- Discover how to influence, inspire, and impress in any setting.

Who Can Benefit?

This workshop for executives, entrepreneurs, team leaders, and professionals at any stage of their career who are ready to exude confidence, elevate their presence, and make meaningful connections that inspire and influence.



Beyond Mentorship: The Power of True Sponsorship

Women and underrepresented groups are often over-mentored but under-sponsored, leaving career growth stagnant. Sponsorship—the active advocacy for talent in decision-making rooms—is the most effective way to break barriers and advance careers. Yet, many leaders mistake mentorship for sponsorship, and few employees know how to secure a sponsor who truly advocates for their success. This session clarifies the sponsorship-mentorship divide, shares actionable strategies for both sponsors and sponees, and offers a blueprint for building sponsorship relationships that open doors, amplify voices, and drive equity in today's workplace.

Get ready for a high-energy journey filled with insights and 'aha' moments as we explore actionable strategies sponsors can implement immediately and practical tools for professionals to secure a sponsor who champions their success. No fluff, just real talk—and proven tactics you can use the very next day.

This isn't just about career growth—it's about reshaping workplace equity and building a culture where talent from all backgrounds thrives. Leaders will leave inspired and equipped to drive change, and professionals will gain the confidence and strategies to ascend in their careers like never before.

Key Takeaways:

- Leave feeling inspired and empowered
- Learn a new framework for breaking through the glass ceiling
- Be inspired by other leaders and how they have applied the P.I.E framework

Who Can Benefit?

- Senior leaders ready to drive equity by championing diverse talent.
- Women and underrepresented professionals looking to advance their careers with strategic sponsorship.



Building Inclusive Workplaces: Allyship as a Leadership Skill

Allyship is more than a buzzword; it's a leadership skill that builds inclusive, courageous workplace cultures. With actionable insights and a fresh outlook, Salima's talk will empower you to bridge the gap between good intentions and meaningful actions. You'll gain insight into the power of allyship, learn how to overcome fears of speaking up, and discover how allyship strengthens credibility, authority, and trust—making it a cornerstone of effective leadership.

We'll break down complex ideas into relatable, actionable steps—no fluff, just real talk. Walk away with strategies to move from passive bystander to active advocate and create a workplace where everyone feels seen, heard, and valued.

Key Takeaways:

- Understand why allyship is a critical leadership skill.
- Gain insight into the role of privilege and positional power in fostering inclusion.
- Learn how to show up in private and public ways for coworkers with marginalized identities.
- Walk away with practical examples of allyship at individual, interpersonal, and structural levels.
- Learn how to implement actionable strategies that create immediate impact in your workplace.

Who Can Benefit?

This program is for everyone—regardless of role, level, or identity—committed to fostering inclusivity and making a difference.



Leveraging LinkedIn to Build Your Personal Brand and Career Advancement

Your personal brand is your golden ticket, and LinkedIn is where you shine. With over 700 million users, it's the go-to platform to boost your exposure, build your reputation, and attract the opportunities you deserve—inside your company and beyond. In this program, you'll learn how to craft a standout profile, share content that builds credibility, and turn LinkedIn into your ultimate career growth tool. Let's make it happen!

Key Takeaways:

- Understand why leveraging LinkedIn is essential to build your brand and attract internal and external opportunities
- Discover strategies to optimize your LinkedIn profile and grow your network effectively
- Learn the art of content creation that elevates your visibility and credibility on LinkedIn



Who Can Benefit?

- Employees at all levels
- Entrepreneurs looking to build their personal brand

WHAT CLIENTS ARE SAYING



From the moment we connected, I knew Salima was my top pick supported by my leadership team as our keynote speaker for our Global International Women's Day event.

Thank you Salima for sharing your expertise by educating and inspiring over 600 of our employees on IWD. We are stronger because of you!

- Shaneen Jackson, Global Lead for Women's ERG

KraftHeinz



"Salima's keynote, "Why You Need PIE," was impeccably tailored to our audience and received overwhelmingly positive feedback. Attendees found the session incredibly valuable, thanks to the abundance of practical advice shared.

More than just insightful, Salima's presentation was timely and aligned seamlessly with our organizational goals.



Salma's keynote on Allyship & Sponsorship was educational, inspiring and useful for our organization... The feedback from the audience has been overwhelmingly positive where many of the members started applying the knowledge within their development plans.

Salima's preparation was thorough and systematically in tune with the aim of our event and it has been a pleasure to work with Salima. I would strongly recommend her.

- Mineta Galijasevic, Chair of Global Leadership of Women Network

SIEMENS ENERGY



Beyond the event itself, it sparked ongoing discussions and implementations within our teams, acting as a catalyst for positive change. Its value isn't confined to the present; it holds enduring relevance in our rapidly evolving industry landscape.

Salima's expertise and guidance have equipped us with practical tools that are set to profoundly shape our career trajectories. We express our deepest gratitude to Salima for her exceptional contribution.

- Canada Diversity Team

NOKIA



"Salima Valji delivered an animated, informative, powerful speech at the 5th annual Dell Technologies Women in Technology Rally on Thursday, September 7th, 2023. Her discussion of the P.I.E. (performance, image, and exposure) Theory of Success with our audience members was impactful, leaving the attendees with questions to reflect on following the day's event.

The energy that she brought to the room was contagious and storytelling, relatable and authentic. We would recommend Salima for future speaking engagements to uplift and empower a diverse audience."

- Nikki Matarazzo, Women in Action Canada Lead

DELL



"Maximizing Career Success with P.I.E. is a highly engaging and actionable program. 100% NPS score from our participants. Highly recommend this program."

- Naz Zehra, Learning & Development Business Partner

DELL

20,000
Leaders impacted
globally

300+
Leaders and
Executives coached

★★★★★
Client satisfaction
and success rating



Keynote Speaker | Executive Coach | CEO

UNLEASH
FORWARD

Salima Valji

Fueling Impact With Engaging Keynotes and High-Impact Workshops

 [Speaker Reel](#)

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