

“Sara is a dynamic and engaging speaker who uses specific work examples to tell a powerful story.”

—Dawn Sullivan
Senior Manager, Corporate Relations, Allstate

Sara Canaday

SIGNATURE KEYNOTES



DEFYING WISDOM: THE UNCONVENTIONAL HABITS OF THE MODERN LEADER

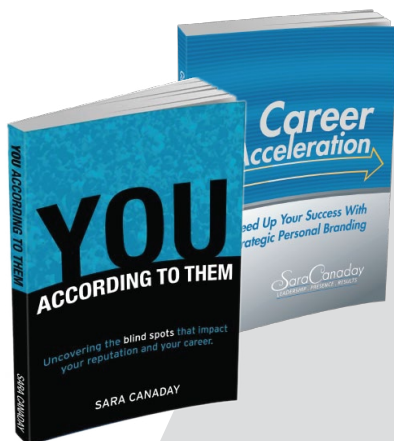
AS A LEADER, HOW COULD YOU EXPAND YOUR IMPACT IF.....?

- You were willing to sit still, while everyone else was in motion.
- You constantly asked the question: is this really worth my time and attention?
- You were willing to be informed by data, but not driven by it.

As the very nature of business rapidly changes, its leaders must be open to change too. Unconventional methods are no longer reserved for processes and procedures alone. To gain competitive ground, leaders have to disrupt the existing ways they think, act and lead.

Based on her upcoming, ground-breaking business book, *Defying Wisdom*, this keynote presentation from Leadership Author and Speaker Sara Canaday reveals the daily practices separating innovative leaders from their counterparts. Using a dynamic combination of insights, examples and research, she outlines the new signature habits that will catapult “by the book” leaders into modern thinkers.

Current and future leaders will be captivated by Sara’s clear roadmap for defying conventional wisdom and adopting unconventional habits for business success in the 21st Century.



“Sara Canaday was a speaker for our marketing rotation program at the annual Dell Global Connect Conference. Sara’s leadership expertise got top reviews from attendees and senior management. Her session was highly engaging and effective. Sara has proven herself as a valuable leader in this area, and she has definitely been an asset to our program.”

—Sue Collard, Career Development Director,
Global Marketing Talent & Capabilities, Dell

YOU - ACCORDING TO THEM: --- REDEFINE YOUR VISION FOR SUCCESS

You've got the diplomas. You know your stuff. So how can you significantly speed up your career momentum? Is there a secret to reaching your career goals faster? The most successful professionals have learned how to match their intentions with their actions and elevate their capacity to influence and impact.

In this program, Sara shares real-world stories that illustrate the hidden gaps between what we see versus what those around us see.

BLENDING INSIGHTS, HUMOR, AND ACTIONABLE STRATEGIES, SARA TAKES YOU ON A JOURNEY TO:

- Gain a fresh perspective about your professional reputation
- Identify what makes your approaches attractive (or annoying!)
- Better manage the experiences you create when interacting with others
- Make strong and lasting impressions by matching your intent with your impact
- Rapidly elicit opportunities to be noticed, hired, respected and promoted



“It was truly wonderful having Sara as our keynote speaker in New York for the Multicultural Women's National Conference sponsored by Working Mother Media. Sara really helped to set the tone for the whole conference.”

—Janet Wigfield, Vice President & Executive Director,
Conferences & Events, Working Mother Media



THE LEADER HAS ENTERED THE ROOM: --- POWERFUL HABITS THAT GIVE RISE TO LEADERSHIP PRESENCE

Without saying a word, great leaders command attention when they walk into a room. They inspire confidence, put people at ease, and connect in a way that makes others want to listen, support and follow them. In this keynote, Leadership expert Sara Canaday will share the secrets to help you capture that kind of leadership presence—and dramatically accelerate your career.

SARA CREATIVELY USES A DYNAMIC, INTERACTIVE FORMAT TO HELP YOU:

- Adopt the habits and behaviors that can expand your capacity for leadership at a higher level
- Learn how to successfully manage your image, demeanor, and non-verbal communication to generate immediate, tangible benefits
- Project wisdom, professionalism and thought leadership with consistency and precision
- Present yourself in a way that positively influences decision-making and supports your business goals