



samm smeltzer

THE ART OF TRANSFORMATION

**BREAKTHROUGH STRATEGIST.  
CONTAGIOUS ENERGIZER. LEADERSHIP  
CURATOR. POWER TEAM BUILDER.  
TRANSFORMATION EXPERT.**

That's what you get when Transformational Keynote Speaker Samm Smeltzer takes the stage. An engaging combination of warmth, strength and strategy—she'll take your team or audience on a *creative* journey to learn the dynamic tools that cultivate leadership, productivity, profitability and bottom-line results.

## EXPERIENCE MATTERS

... when you need a speaker who "gets you, gets your team, and gets your goals." Samm's business experience includes:

- ♦ *Corporate Leadership*
- ♦ *Education*
- ♦ *HR Leadership*  
(SHRM-CP, PHR Certified)
- ♦ *Healthcare*
- ♦ *Retail*
- ♦ *Sales*
- ♦ *Training and Development*

She's walked in your shoes, and she knows exactly the path needed to transform your team to be the top of their field – and stay there.

Today's audiences  
**ARE LOOKING TO** *Excel*  
IN THESE AREAS:

*Leadership. Sales. Service. Transformational Change.*

**Sound like you?** Samm has you covered. With smart topics. Audience connection. Fresh insights and empowered strategies. Most importantly—she'll help foster a **PASSION** for transformation that will take your organization further than ever before.

**INVITE SAMM TO SPEAK AT YOUR NEXT EVENT**

717.430.2850 | [www.sammsmeltzer.com](http://www.sammsmeltzer.com)

Why is  
*Creative*

**TRANSFORMATION  
SO IMPORTANT?**

- ♦ 61% of companies did not see themselves as creative.
- ♦ 69% of the companies that consider themselves as creative or embracing creativity reported winning awards and national recognition for being a "best place to work."
- ♦ A Columbia University Study shows the difference between a 13.9% and a 48.4% turnover rate is culture.
- ♦ According to the Department of Economics at the University of Warwick, happy employees are 12% more productive.
- ♦ Unhappy employees cost American businesses over \$300 billion every year.
- ♦ Not addressing low engagement can result in a 33% decrease in organizational operative income.
- ♦ The bulk of employees worldwide—63%—are "not engaged," meaning they lack motivation and are less likely to invest discretionary effort in organizational goals or outcomes. And 24% are "actively disengaged," indicating they are unhappy and unproductive at work & liable to spread negativity to coworkers.



# The HRart of Leadership:

## samm's SIGNATURE KEYNOTES

### YOUR PATH AND POWER

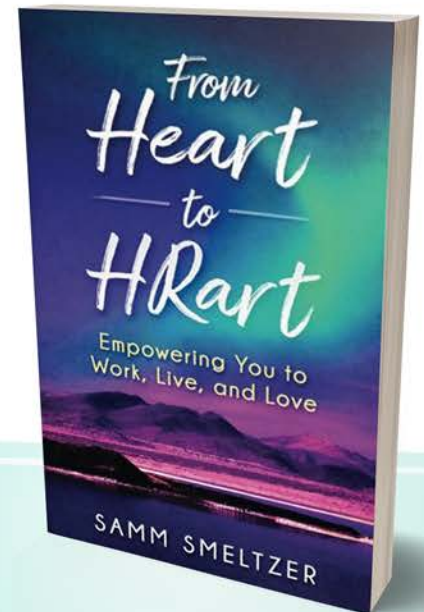
Was leadership a role that called to YOU? Or did someone call you to IT? The answer sometimes surprises people. There are a million paths to becoming a leader, but once you're there – it's how you respond to purpose, passion, people, power, and possibility that make ALL the difference.

In this empowering and eye-opening session, Leadership Keynote Speaker and Author, Samm Smeltzer walks audience members through an Individual Integrity Scan which challenges them to explore those 5 P's in relation to their practice as a leader.

Ultimately, we are all leaders, regardless of role or title. Learning the tools and strategies that help us most closely align with who we are at heart creates the kind of transformation that not only catapults our success as individuals – it causes a ripple effect that can be felt throughout an entire organization. Learn more – call Samm today.

### They will learn how to:

- ♦ *Be an empowering influence for positive change*
- ♦ *Make leadership the habit that takes you to the next level*
- ♦ *How to create powerful, positive, forward momentum*
- ♦ *Define professional imbalances that keep you out of alignment*
- ♦ *Lead with heart and integrity*





# The HRart of Success:

## samm's SIGNATURE KEYNOTES

### THE PATH OF TIME AND ACTION

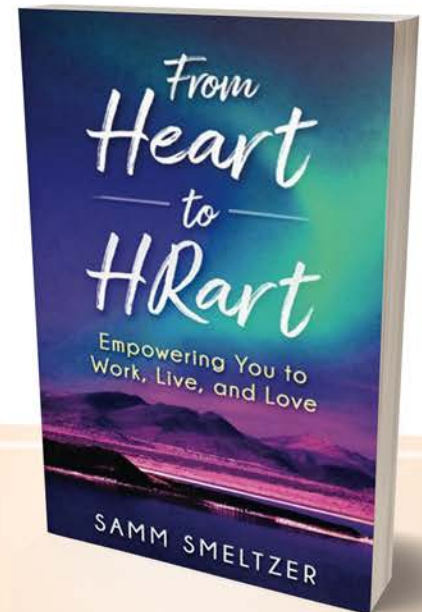
Time and action can be masterful teachers on our path through life, can't they? Creating the life of your dreams, for most of us, takes time. It also takes measurable, meaningful ACTION. Not little action either – the bold kind that requires us to open our hearts, become deliberately mindful, and develop purposeful FOCUS.

In this insightful session Keynote Speaker and Author Samm Smeltzer helps your audience members take a long look inside themselves to find those driving forces that will help them set their ideal path for achievement and fulfillment.

Is it time to take ACTION in your life and create your most authentic and prosperous path to success? Call Samm today to bring this topic to life at your next event!

### They will learn how to:

- ♦ *Identify the purpose-driven motivators within themselves*
- ♦ *Use new clarity and focus to leverage professional opportunities*
- ♦ *Reframe experiences as a source of lessons for success*







# The HRart of Self:

## samm's SIGNATURE KEYNOTES

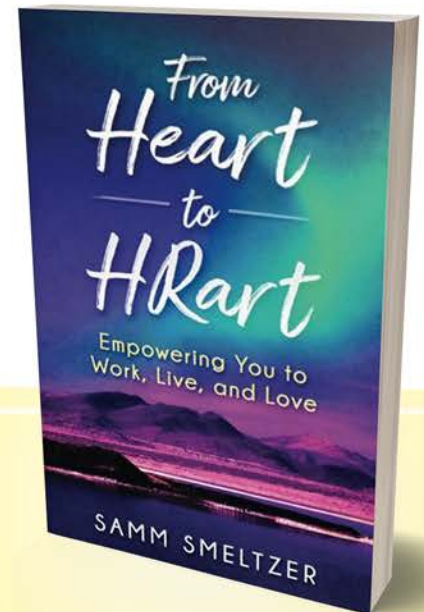
### THE PATH TO PURPOSE AND DISCOVERY

In this powerfully direct and personal keynote, speaker and author Samm Smeltzer shares how it took an ear infection and an unlikely stranger to come into her life to show her the power of self. What she discovered? Was the ability to see life experiences in real time as the lessons they are rather than an emotional ride full of internal and external judgment. It is when we have the ability to see lessons for what they are in the moment that we gain the capability to maximize manifestation in our lives. We are able to not only take one step closer but sprint the distance to our dreams. We begin to be driven by our passion and become personally empowered to intimately weave it throughout our lives. Resulting in a life that is full of joy, love and truth.

Ready to dream more exponentially, live more fully, and enjoy more moments? Call Samm to bring this topic to your next event!

### They will learn how to:

- ◆ Practice exercises in mindfulness that strengthen their power of self
- ◆ Define their passion and recognize it as a driving force for life
- ◆ Identify the lessons in their own life experiences





# Leadership is Art

## samm's SIGNATURE KEYNOTES

### ART DEFINED—IS SKILL.

It is a display, application or expression of creative skill and imagination.

True leaders? Are artists. And like artists, they are willing to be creative. To nurture transformation. To uncover their authenticity. To practice and fine-tune the skills that allow them to lift people up. To shine spotlights on talent. To cultivate value, creativity, team cohesion and a beautiful culture that drives results.

In this powerful keynote, Samm shares the tools, insights and strategies that allow leaders to master their skills in dynamic, ground-breaking ways.

### You will learn how to:

- ♦ *Accept risk and exposure to cultivate authenticity and purpose as a leader*
- ♦ *Effectively use the three lines that define leadership: Organizational, Team, and Your Own*
- ♦ *Rid your organization of team-damaging miscommunication and assumptions*
- ♦ *Establish expectations that nurture team connectivity*
- ♦ *Engage the artful tactics necessary to hold individuals accountable*
- ♦ *Create and articulate a clear and vibrant vision that will fuel your team to greater success*

If you're ready to grow your business, connect your team on a higher level, and empower individuals to bring their absolute best selves to what they do—call Samm. She'll help you produce a masterpiece!

*The people in the audience appreciated the sharing of your stories and ideas. You helped to open the door for not only the people in the audience, but for their organizations and the community.*

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# Creatively Providing Permission to Fail

## samm's SIGNATURE KEYNOTES

As people? We are taught to believe that failure equates with mistake and error. Failure is wrong? Right? Quite the contrary. Failure is a magnificent opportunity. To get creative. To practice vulnerability. To explore and have fresh new ideas.

In this insightful presentation, audience members explore how powerful messages are sent and received through failure and our response to failure. Samm teaches you to shift the “failure paradigm” and realign your personal and organizational thinking to maximize your ability to transform any failure into a powerful springboard for growth.

### You will learn how to:

- ♦ *Recognize the significance that failure plays in organizational learning, creativity, and innovation*
- ♦ *Identify three leadership skills for communicating failure's essential part in personal and professional growth*
- ♦ *Use three life-changing exercises that help team members step away from the status quo and comfort zones and into exciting new opportunities*

Failure? Is not an enemy of progress, it's often the catalyst for tremendous change and momentum. Invite Samm to share how shifting the culture and narrative within your team's communication can help you advance your business, your customer base – and your bottom line.

*You've inspired me to follow a career in leadership and team development. I wanted you to know that I learned so much from you and that your passion for what you do really shows! Thank you and I hope I have the opportunity to learn from you again in the future!*

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# Artfully Moving Mountains

## samm's SIGNATURE KEYNOTES

Did you know there are tiny things called micro-inequities that can create BIG issues within your organization? They are subtle, typically unconscious and unintentional but have become known as the quiet discrimination. What they do? Is send messages of judgment without you even knowing. They also have the ability of passing these judgments on. And that? Creates a mountain of ill will and miscommunication.

In this eye-opening presentation, Samm shares the science behind these non-verbal queues that keep people disconnected. Micro-inequities are non-verbal conversations we have every day. By recognizing how these micro-inequities can manifest and increasing our awareness of our own, we can choose to make shifts that can transform these actions from disconnection to connection. From exclusionary to inclusive. From discriminatory to empowering.

### In this enlightening presentation you will learn how to:

- ◆ *Recognize how micro-inequities commonly materialize*
- ◆ *Identify personal micro-inequities and how they affect your relationships*
- ◆ *Explain the larger impact mending micro-inequities can have on our society*
- ◆ *Design a plan to mend and transform your personal micro-inequities*

If you're ready to dive into the science and experiment with communication that can truly transform the lives of your team members personally and professionally, call Samm to learn more about this truly game-changing topic.

*If you're experiencing any uncertainty or challenges in your personal or professional life Samm's workshop is a perfect way to center your thoughts and feelings and direct your focus where it is most effective to move you forward. The curriculum promotes revelation and Samm helps direct solutions to those discoveries through art.*

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# From Politically Correct to Really Real

## samm's SIGNATURE KEYNOTES

It's time to get REAL. Your personal and professional path depend on it. Knowing your true WHY. What makes you tick? What fuels your passion? What moves you to action? What makes you hit the brakes? What's the politically correct why—and why that matters.

In this engaging and timely session, Samm inspires audiences to dig in. To get crystal clear about what they want from their lives so they can stay engaged and design a plan to make it happen.

### In it you will learn how to:

- ◆ *Create absolute clarity about your WHY*
- ◆ *Utilize powerful process improvement tools to identify root problems and find solutions*
- ◆ *Disconnect from your politically correct why default answer and speak from the heart*
- ◆ *Define all the whys in your life and how they hinder or fuel your journey to an extraordinary life*

If you are ready to share real-world transformation makers with your team that will leave them more motivated, more productive, more excited, more cohesive and absolutely ready to bring their best to the table—call Samm. This session wakes people up in a powerful way and when they do? They'll transform your organization with their enthusiasm for greatness.

*It is so easy to become stagnant in our career . . . to feel hopeless and lost in our daily work, but this workshop truly helps rekindle those motivational fires.*

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# START THE *Transformation*

Invite Samm Smeltzer to lead your team to recognize and discover the powerful new ways they can create shifts and changes to transform their lives and, in turn, your business for the better.

**SHE'S ENLIGHTENING.  
ENERGETIC. INSPIRED. FUN.  
AND JUST THE BREATH OF  
FRESH AIR YOU NEED TO  
MAKE YOUR NEXT EVENT  
EXTRAORDINARY.**

*Samm helped us address things that we could get better at, and that we knew we had to get better at to take our organization to the next level. She also helped us realize things that we didn't even know we needed to get to that level. We are so glad we brought her in.*

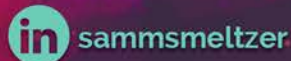
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PARTIAL CLIENT LIST:

