

# Transformational Leadership Keynotes

Inspiring Leaders to Shape the Future  
with Clarity, Confidence, and Impact

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**Brenda Bence**

*Professional Speaker Hall of Fame | Thinkers50 Coaching Legend*

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





## Meet Brenda

# Global Leadership Keynote Speaker | Professional Speaker Hall of Fame

- **Professional Speaker Hall of Fame inductee** – one of a rare few globally – and holder of both the Certified Speaking Professional (CSP) and Global Speaking Fellow designations.
- **Delivered hundreds of keynotes to many of the world's largest and most recognized multinationals** including Microsoft, Deloitte, Bank of America, Standard Chartered Bank, Johnson & Johnson, General Motors, PwC, BP, Shell, Lilly, UBS and many more.
- **Harvard MBA** who built billion-dollar **Fortune 100 Brands** at Procter & Gamble and Bristol-Myers Squibb, leading businesses across 50 countries and four continents.
- **Recognized by Thinkers50 as a Coaching Legend, Ranked #3 Coach Worldwide by Global Gurus** – combining billion-dollar brand leadership with decades of top-tier executive coaching.
- **Award-winning author of 11 leadership books** with 50+ international book awards; featured in 450+ global media outlets including *Fortune* and *The Financial Times*.

**97%** of corporate clients have engaged Brenda repeatedly.

**70+** industries have benefitted from Brenda's insights.

**60+** nationalities are represented among Brenda's clients.

**6** continents have invited Brenda for coaching & speaking engagements.



Brenda partners with the world's leading organizations to deliver high-impact keynotes that strengthen leadership and drive enterprise-wide results.

Sample of Brenda's Global Clients





# What Global Clients Say

## **Enterprise-level Impact**

“Every keynote sparked meaningful change, was customized to our specific needs, and elevated our leadership team’s skills.”

*Ng Jiak See, Head of Asia Pacific Strategy, Risk & Transactions, Deloitte APAC*

## **Aligned Leadership Culture**

“My team now share a common language to speak from — essential for alignment.”

*Lyn Kok, President & CEO, Standard Chartered Bank Thailand*

## **Trusted Again and Again**

“Team members thanked me for inviting Brenda as a speaker — and I’m already arranging for her to speak again.”

*Rehan Saghir, ASEAN General Manager, Eli Lilly & Company*

## **Customized to Challenges**

“Extremely engaging — Brenda made the topic directly relevant to us.”

*Coreen Chan, Customer Operations Manager, Agilent Technologies*

## **High Engagement. Real Impact.**

“Brenda’s interactive engagement made it far more impactful than just listening.”

*Mei Lin, Business Development Leader, NN Investment Partners (a Goldman Sachs Company)*

## **Memorable. Actionable.**

“Brenda made her keynote so engaging that I didn’t even realize time was passing.”

*Hui Hoon Goh, Head of Fixed Income, UBS Wealth Management*

A large conference hall with a stage and multiple screens displaying a speaker. The audience is seated at round tables, and the stage is lit with purple and blue lights. The speaker is a woman in a purple top, and she is speaking into a microphone. The text "Brenda's Signature Leadership Keynotes" is overlaid on the image in a white serif font.

# Brenda's Signature Leadership Keynotes

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Across leaders at every level, Brenda has uncovered six challenges that consistently define success or failure. In response, she crafted six signature keynotes — each designed to tackle one of these critical leadership realities.



# Signature Keynotes Overview

**Master the Inner  
Game of Leadership**



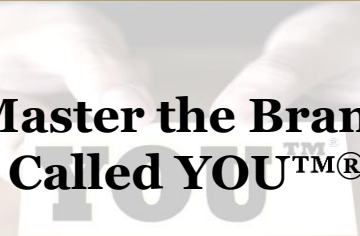
**Leading with Clarity in  
Uncertain Times**



**Drive Exceptional  
Results as a  
Coach-Leader**



**Master the Brand  
Called YOU™®**



**Would YOU Want to  
Work for YOU™®?**



**Leverage Well-Being  
as a Leadership  
Advantage**



*These six signature interactive keynotes are designed for both leaders and self-leaders – creating meaningful impact across corporate audiences and conference stages.*

*They can be delivered either virtually or in-person and can be customized upon request to your organization's culture, current challenges, and desired outcomes – ensuring relevance, resonance, and results.*



## Keynote

# Master the Inner Game of Leadership

Nearly 70% of leaders say managing their own mindset is harder than managing their teams.

**Master the inner game that drives outer results.**

### Takeaways:

- Unlock three keys to mastering the “unseen” side of leadership.
- Connect inner work directly to outer results.
- Focus where it matters most during uncertainty.
- Lead with confidence — even without all the answers.
- Overcome fears that limit your true potential.
- Build resilience through practical inner-leadership tools.



## Keynote

# Leading with Clarity in Uncertain Times

Almost 60% of employees lack confidence in their organization's ability to lead through uncertainty.

**Be the steady leader others look to when the path ahead is unclear.**

### Takeaways:

- Apply a proven model to stay grounded and decisive under pressure.
- Shift from problem-solving to solution-driven leadership.
- Build alignment, collaboration, and trust across teams.
- Strengthen resilience to lead under pressure.
- Foster stronger stakeholder relationships in times of change.
- Create a future you can control with immediately applicable strategies.



## Keynote

# Drive Exceptional Results as a Coach-Leader

Organizations with strong coaching cultures are 51% more likely to financially outperform their peers.

**Shift from managing performance to unlocking it.**

## Takeaways:

- Grasp the crucial difference between managing, leading, and coaching.
- Leverage coaching to boost productivity, morale, and outcomes.
- Avoid pitfalls that undermine credibility as a coach-leader.
- Turn coaching into a daily leadership habit with lasting impact.
- Build a coaching culture that drives growth and alignment.
- Discover how coaching drives revenue, retention, and long-term enterprise value.



## Keynote

# Master the Brand Called YOU™®

Nearly 70% of executives admit their leadership brand is unclear or inconsistent.

**Shape the leadership presence that drives your impact.**

## Takeaways:

- Define what a leadership brand truly is — and isn't.
- Understand how your brand impacts both you and your organization.
- Harness six core elements that shape your unique leadership brand.
- Discover how others perceive you — and align it with your intent.
- Adopt daily actions that strengthen your brand image.
- Avoid “Brand Busters®” that can undermine your success.



## Keynote

# Would YOU Want to Work for YOU™®?

More than half of employees leave a job because of their manager.

**Lead in a way that drives loyalty, performance, and retention.**

### Takeaways:

- Embrace the single mindset shift that transforms leadership impact.
- Address the #1 driver of employee turnover — and how to prevent it.
- Adapt your leadership style to meet shifting demands.
- Navigate tough conversations with confidence and clarity.
- Apply a practical model to lead effectively and shape culture.
- Become the leader others *want* to work for.



## Keynote

# Leverage Well-Being as a Leadership Advantage

Burnout is rising among leaders —  
43% end most days feeling used up.

**Lead at your best without burning out.**

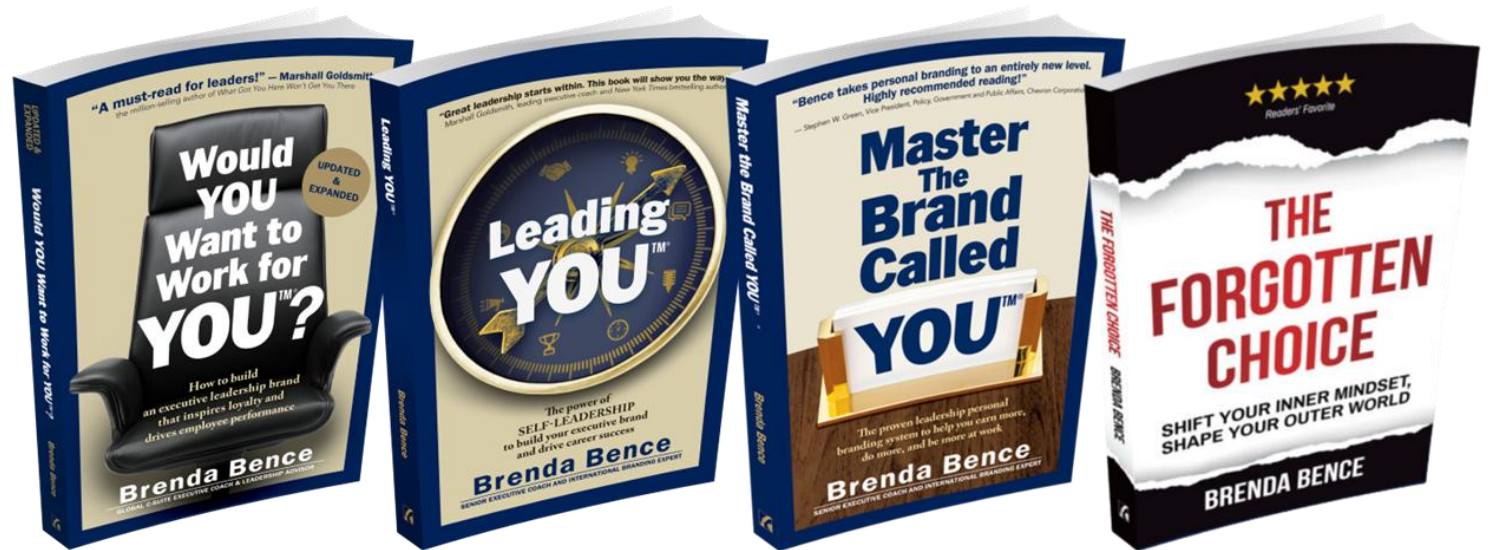
## Takeaways:

- Assess your current well-being and pinpoint areas for improvement.
- Apply practical techniques to stay present and focused under pressure.
- Break through limiting beliefs that undermine personal and team wellness.
- Support your team's well-being to strengthen engagement and performance.
- Boost resilience with tools that sustain peak performance in turbulent times.
- Implement a repeatable process to turn pressure into performance for you and your team.

Brenda's books turn leadership challenges into actionable strategies leaders can use right away.

*Extend Brenda's keynote impact - give leaders a tool they'll use.*

11 award-winning books | 50+ international awards\*



*\*Featured titles shown - full library available.*

Award-  
Winning  
Leadership  
Insights



Contact  
Brenda

## Bring Brenda to Your Stage

Available for conferences, executive offsites, global leadership meetings, and corporate events.



[Brenda@BrendaBence.com](mailto:Brenda@BrendaBence.com)



<https://www.linkedin.com/in/brendabence/>



<https://brendabence.com/contact/>

*I look forward to connecting with you!*

*Brenda Bence*