



# FIRED UP!™

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A dynamic speaker and author for over 20 years, **Snowden McFall is an expert in business success strategies**. She speaks on stress, motivation, optimism, teambuilding and presentation skills. Best known for her extensive customization, research-backed content, and warmth, Snowden *Fires Up!* her audiences into action.

## **Most popular *Fired Up!* keynote presentations.**

### **Stress Express for Entrepreneurs™**

According to *Fortune Small Business*, entrepreneurs are so stressed, they have trouble getting to sleep every night. And that results in poor productivity, weak leadership and illness, which you can't afford. So how do you handle it? In this fast paced, interactive presentation, you will learn:

- how stress uniquely impacts entrepreneurs
- the 5 most important ways to prevent burnout
- how to instantly relax in any situation
- tools and tips to reduce your stress short-term and long-term
- how to get re-energized and *Fired Up!* about your business again

### ***Fire Up! Your Optimism and Dramatically Increase Your Corporate Results™***

In this world of a volatile economy, reduced workforces, Tsunamis and war, workers are more overwhelmed than ever before. Increasingly, employees are being forced to handle the job responsibilities of two, even three, people and they live in constant fear and negativity, creating major losses in productivity and performance. *Career Builder.com* says 78% of American workers are burnt-out not just stressed. But there is great news. New research from Harvard demonstrates the incredible power of optimism and happiness in the workplace, and how significantly it impacts job performance, productivity and ultimately, the bottom line.

In this fast-paced, uplifting presentation, you will learn:

- the latest research on optimism and happiness in the workplace; why it is costing you 50% of your sales to have pessimistic salespeople
- how to promote and stimulate optimism in others so the entire workforce can be reinvigorated and upbeat, thereby increasing performance
- how to build truly high performance and high optimism teams to overcome the 275 million workdays *Fast Company* says are missed each year by stressed, overworked employees
- how negativity impacts success in terms of lost profits, lost sales, lost productivity, high turnover and expensive rehiring/training costs
- how to stay *Fired Up!* and optimistic every day and improve your bottom line

## Staying Fired Up in a Burnt-Out World™ - Manage Stress & Thrive

Today's world is more stressful than ever. Career Builder.com reports that 78% of American workers are burnt-out not just stressed and stress costs industries more than \$300 billion per year. Most industries are plagued with the economic pitfalls of the recession, layoffs, cutbacks and reductions in force. So how do you keep you and your team motivated?

In this highly interactive and upbeat presentation, you will learn:

- the latest research on stress and motivation; it will surprise you
- unusual fast ways to rev up your energy
- the top 5 stress relievers that work right away to reduce your stress and significantly reduce the 275 million workdays lost every year to stress according to *Fast Company*
- practical tools and techniques to stay motivated and keep your team fired up
- how to maintain a positive outlook regardless of the outer world influences

## Fan the Flames - Fire Up Your Team and Spark Productivity™

As a leader, you know all too well the pressures your team faces. With over 80% of American workers saying they are burnt out, your team is likely to experience those symptoms and more.

In this upbeat and highly interactive presentation, you will learn how to:

- spot burnout symptoms in your team before it's too late
- tap into your group's natural enthusiasm and fan those flames
- think in the **most** powerful way possible to create greater success
- get your team to work more effectively together
- work best with others to achieve common goals
- form more positive, mutually beneficial relationships
- use laughter and humor to help all of you be more successful
- harness the power of visualization to create success
- use a *Fired Up!* Attitude every day to strengthen your team

## Fire Up Your Business for Success!

More than ever, your business needs your energy, vision and enthusiasm to take you to the next level. In this highly interactive and positive presentation, you will learn how to:

- tap into your natural enthusiasm- at any time and any place
- add value to your customers before they even hire you
- think in the **most** powerful way possible to create greater success
- overcome obstacles with humor and inspiration
- manage the stress of entrepreneurship
- maintain a *Fired Up!* Attitude every day

## Rekindle the Fire Within- Igniting Greatness in Women™

Female entrepreneurs make a huge impact on the world, now employing more people than all Fortune 500 companies worldwide. Women in business are more and more essential to the world economy and yet women still bear the burden of lower salaries and greater demands on their time. In this upbeat and highly practical presentation, you will learn how to:

- set boundaries and say no more often
- ask for what you want and need
- increase your happiness and optimism levels
- recognize the instant stress relievers are best for you
- balance your life at home and at work
- get and stay *Fired Up!* about life and your business