



FIRED UP!™

IGNITING GREATNESS IN ACHIEVERSSM

Keynote Speaking • Corporate Training



Snowden McFall, M.A.T.

Founder of Brightwork Advertising & Training and Fired Up! Professional Speaking, Snowden is a motivational speaker who provides great value to her clients. An expert in stress & motivation, Snowden is author & co-author of 5 books, including *Fired Up!*, and her newest book, *Stress Express!*

- ◆ featured in *Investors Business Daily*, Foxnews.com, et al. TV: CNN Financial News, Bloomberg Small Business, 300+ radio shows
- ◆ named National Women in Business Advocate of the Year by the SBA, honored at a White House ceremony & Congressional Luncheon
- ◆ *Inc. Magazine's* finalist for "NE Entrepreneur of the Year"
- ◆ Her book *Fired Up!* has sold over 63,000 copies worldwide and her new book is *Stress Express: 15 Instant Stress Relievers*

Are Your People Stressed, Unhappy & Demoralized? Ignite Their Productivity & Improve Your Bottom Line

80% of Americans are stressed and 50% need help managing it. (Gallup) 78% of American workers say they are burned out. (Career Builder) More than 275M working days a year are lost due to stress. The solution? **Relieve their stress, improve their optimism, boost their happiness rates. And their productivity and effectiveness will soar.**

The latest Harvard research shows that optimistic, happy employees are much more effective at work and every area of their lives. They are more innovative, resilient, resourceful and successful. Optimists outsell pessimists by 56%.

Fired Up! presentations are highly interactive, practical and custom-designed to:

- ◆ relieve their stress and teach them fresh, practical tools to prevent burnout
- ◆ energize your people with greater optimism & enthusiasm - yielding better productivity
- ◆ increase employee and customer retention through better communication & attitude
- ◆ reduce absenteeism & turnover, build morale, and increase personal responsibility
- ◆ develop happier, more optimistic employees who in turn deliver excellence at work

Keynotes & Half-Day Programs (a partial list)

Fire Up Your Optimism and Dramatically Improve Workplace Results™

Staying Fired Up in a Burnt-Out World™

Stress Express for Entrepreneurs™

Reignite the Fire and Prevent Burnout™- Manage Stress & Thrive

Fan the Flames - Fire Up Your Team & Spark Productivity™

Rekindle the Fire Within- Igniting Greatness in Women™

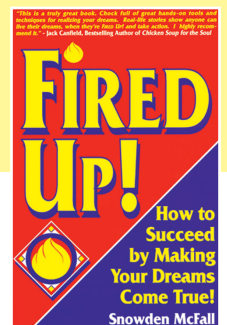
Get Fired Up! for Success™

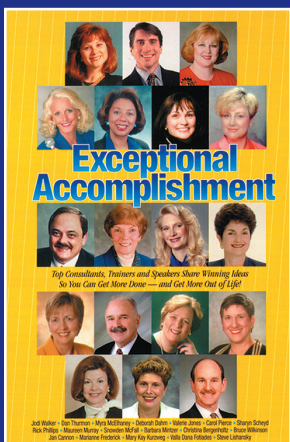
"I knew we wanted a speaker who was fresh and unique, someone to shift our people into new ways of thinking. Your Fired Up presentation ideally suited our needs. Your innovative, interactive style, meaningful data and thought-provoking activities renewed and energized our team....The advance research you did... made all the difference. You met all our goals for the event; thank you for a great job."

Leilani Bajacan, Vistakon Pharmaceuticals, division of Johnson & Johnson

"You had told me you were an interactive speaker and that was indeed true, much to our delight. Actually having us physically employ the stress relief exercises right in the moment worked so well... As promised, there was substantial content, inspiration and laughter... Attendees were riveted on what you had to say; it was clear they were learning information that they could put into practice immediately and they have... You are an outstanding speaker."

Liz Dantin, Sr. VP Audit Services, Fidelity National Financial





<http://firedupnow.com>

<http://firedupnow.com/blog>

Full speaker's video on
www.firedupnow.com
 904-940-7355

also channel on youtube
<http://www.youtube.com/>



<http://twitter.com/snowdenmcfall>
<http://www.facebook.com/snowdenmcfall>
<http://www.linkedin.com/in/snowdenmcfall>

Client Testimonials

"When I met you... I was struck by your professionalism and enthusiasm. I felt certain you would be an excellent keynote speaker for our Diversity Awards luncheon...You did a thorough job researching our Diversity initiativesyour interviews yielded meaningful reference points in your program...Your focus on sustaining their enthusiasm while preventing burnout was highly valuable....Your closing story... was very powerful and a perfect way to remind our employees how special they are... You did an outstanding job on the keynote speech" EG, BlueCross BlueShield of Florida

"Snowden, you are clearly a great communicator. You brought together a group of people who did not know each other well and established commonalities. Listening was a major problem before [but] they did a great job in your exercise. By the end of the session, a greater sense of trust and teamwork had been established." Deby Baker, Sybase, Inc.

"Snowden, you did a wonderful job...from the in-depth nature of the material ...you obviously tailored the entire program to our needs. From the personality types to high level customer and employee management, you effectively addressed the issues that are uniquely Pfizer....The day was fast-paced and fun. Everyone loved the interactive processes; the team is more cohesive....An excellent program." H.M., Global R&D, Pfizer

"What I appreciated was that you checked in regularly, came to our conference early...interviewing several different executives... You created a program that was directly relevant, meaningful and personal. You facilitated their ability to glean insights from each other and do peer-to-peer sharing...You met our instructional objectives with ease...Your highly interactive style, inspirational stories, intriguing new data on stress and dynamic approach made quite a positive impression on our members....Excellent." R.P., Director, Continuing Ed, NJ Hospital Association

*"The response to your breakout sessions at Connections was nothing short of spectacular. Your presentation encompassed the unique combination of inspiration in its optimism and sense of direction in its forthright message. Your program truly mirrored the commitment and tenacity, the spirit and courage of the successful female entrepreneur. Connections was indeed a tremendous success thanks to you and Elizabeth Dole for your outstanding presentations. Your book, *Fired Up* is a celebration of the perseverance exhibited by each one of us on a daily basis...a handbook for life." PP, Conference Director*

Partial Client Roster

Corporate Clients:

Allstate Insurance Company
 Anthem/ Blue Cross & Blue Shield
 Blue Cross Blue Shield of Florida
 BAE Systems
 CDM Engineering
 Coastal Bone and Joint, Inc.
 Compensation Funds
 Davis, Monk & Co. (accountants)
 GA HAP (HUD)
 Global Green Up
 Fidelity National Financial
 JEA
 Key Buick Hyundai
 Management & Training Corp.
 Montachusett Home Health Care
 Pfizer, Inc.
 Public Service of New Hampshire
 Renaissance Insurance Alliance
 SunBridge Retirement Communities
 Student Advantage
 Sybase / Powersoft Corporation
 T-Bones/ CJ's Restaurant Group
 Vistakon Pharmaceuticals

Associations

American Heart Association
 ASTD North Florida
 Association for Professional Development
 Association of Teleservices International
 Florida Realtors Association
 Leadership NH
 Mass. Dental Hygienists Association
 Meeting Professionals International- SEC
 Middle-Shore Assoc. of Realtors, CT
 North Florida Meeting Professionals Int'l.
 N.E. Dairy Promotion Board
 N.E. Socially Responsible Businesses
 National Human Resources Association
 North East Association of Telemessaging
 SGMP Southern Gov't. Meeting Planners
 Turf & Ornamental Communicators Assoc
 Young Men's Christian Association

Women's & Entrepreneurial Groups

American Business Women's Association
 Business and Professional Women
 Connections: Elizabeth Dole Conference
 Chambers of Commerce (various)
 Executive Women's Network
 Governor's Conference on Volunteerism
 Professional Secretaries International
 Professional Women's Council
 National Association of Professional Women
 Soroptimists
 Women Business Owners Association
 Women in Communications
 Women of the Superior Courts
 Women's Leadership Conference