

Shannak.com

shanna@shannak.com

804-363-8280



SHANNA K.
CONSULTING SERVICES

Women Leading in a Male-Driven Industry Standing Out, Stepping Up

Breakthrough stereotypes as you boldly embrace your gifts and your calling! This presentation is ideal for women in a male-driven industry. Conquer self-doubt and the inner voice that challenges you along the way.

- Navigate the challenges of being a woman in a male-dominated field.
- Balance assertiveness with likability, and lead confidently.
- Overcome the subtle and overt barriers
- Learn to lead with authority and remain true to your values.

Empowering Women to Connect Cross-Culturally: Bridging the Gap

In today's global landscape, the ability to connect across cultures isn't just a skill; it's an advantage. Shanna's journey of embracing differences and finding common ground will inspire your attendees to foster stronger relationships, build trust, and confidently navigate cross-cultural interactions. By shifting from assumptions to curiosity, participants will walk away with practical strategies to create meaningful connections in any environment.

- Recognize and overcome cultural barriers.
- Shift from unconscious assumptions to intentional curiosity
- Build bridges across diverse backgrounds to strengthen teams



**BREAK BARRIERS
LEAD WITH CONFIDENCE
ACHIEVE MORE**



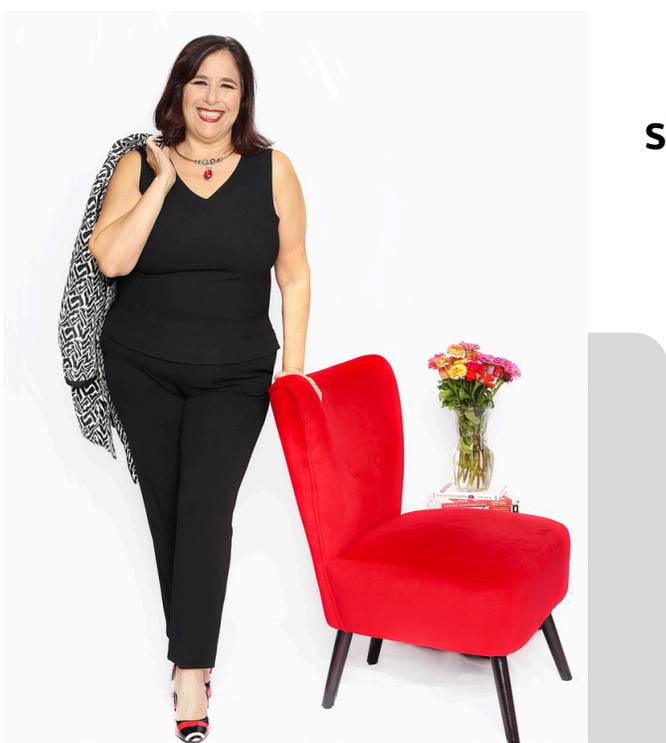
What participants experienced

Shanna was impressive. I first met her at the Hampton Roads Chamber of Commerce Women in Leadership event. As a speaker, she created high energy and engagement while delivering a much-needed topic about Women in Leadership. I was so impressed with her delivery and content that I hired her as a speaker for my Women Inclusion Network at Atlantic Union Bank.

Maria Tedesco- President, Atlantic Union Bank

Shanna brought energy to the room. Her magnetic personality and authenticity in sharing her story got everyone feeling connected. She had participants talk, laugh, and share their stories, creating a fun synergy. At the event's end, many exchanged phone numbers and made plans to meet after work hours. They felt they were heard and connected over their similarities, not their differences.

**-Melvyn Smith, Director of Inclusion
Genworth**



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Sales Without the 'Salesy' Feel: How Women Sell Best

Sales isn't about pushing products; it's about building relationships and creating trust. Shanna redefines sales for women who want to grow their businesses and careers without feeling 'salesy' or inauthentic. Through real-world insights and practical strategies, Shanna helps women shift from a sales-first mindset to a connection-first approach that feels natural and effective.

- Authentically promote yourself as an expert.
- Have a framework to turn conversations into sales.
- Create a powerful "Elevator Pitch"
- Learn strategies for effective networking

Overcome Imposter Syndrome and Lead with Confidence

Many accomplished women question their worth despite their successes, wondering, "Do I really belong here?" That nagging feeling of self-doubt, imposter syndrome, can hold women back from stepping fully into their potential, making bold decisions, and embracing their authentic voice.

- Learn to recognize imposter thoughts and reframe them into empowering beliefs.
- Stop striving for perfection and start embracing progress
- Own your story, strengths, and unique perspective



What participants experienced

Shanna provided more value for our Women in Technology Networking Seminar than I paid for the ticket. I resonated with Shanna's story as a woman working in a male-dominated industry and then as an entrepreneur. Shanna does a phenomenal job of bridging communication and building connections amongst diverse groups of professionals. After attending this seminar, I feel empowered to share my story and connect with potential clients and collaborators in my industry.

Christina- Participant at Women in Tech Seminar

5 Leadership Insights

by Shanna Kabatznick



WHY ME AS YOUR SPEAKER?

- Great leaders embrace diversity and support an environment of inclusion.
- Leadership is about behavior towards others. The best leaders serve others.
- Authentic leadership starts in you! By understanding your skills, you can step into leadership.
- As a leader, continue to learn new skills, be flexible and open to input and ideas.
- Self-care is crucial. Strong leaders take time for themselves.

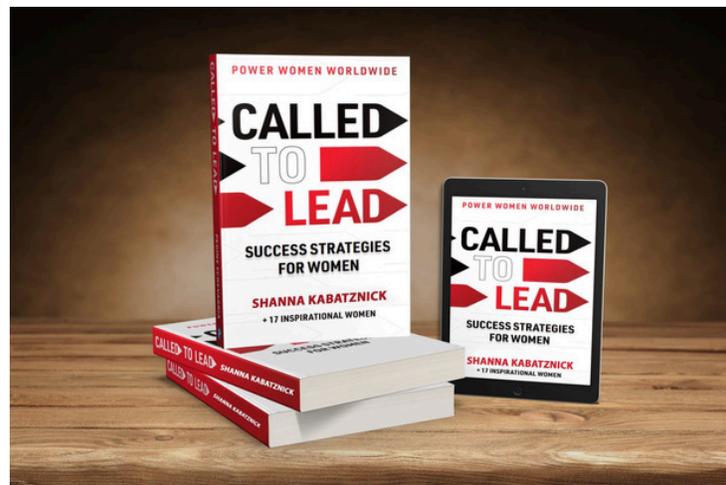
- **I Get It:** I've been where your audience is—leading in environments where gender bias and cultural dynamics are daily challenges. I bring my own experiences as a woman leader to every stage.
- **Tailored, Actionable Content:** My keynotes are more than inspirational. Your audience will leave with practical, actionable strategies they can implement immediately.
- **Global Perspective:** As a bilingual (English and Spanish) speaker, I connect with diverse audiences and bring a global perspective to leadership and cross-cultural sales challenges.

What participants experienced

Shanna was the opening keynote speaker at the Ladies Leadership Symposium held by the Shenandoah Chamber. Her presentation was hands down the most impactful, most engaging and most energized one I have ever seen. I saw a room of over 100 ladies utilize what Shanna shared, to TRULY CONNECT with total strangers within minutes. The buzz that was in the room is something one needs to experience.

Sheila Hall

Virginia Regional Manager for Coldwell Banker Premier and Certified S.T.A.R. Trainer



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