



WHY HIRE CARMELLA JOHNSON

Hiring a speaker who gets your business agenda, cares about your audience, and delivers high-level content with relevant takeaways is critical to a successful event.

Carmella Johnson is a great choice for audiences in all industries and at all levels because she meets your audience members where they are, challenging them to ARISE to Greatness in work and life, removing obstacles to success, and reframing challenge and change as opportunity for growth and gain.

She delivers customized keynotes, coaching, and leadership development programs to established and emerging leaders the corporate arena, universities, non-profit organizations as well as children and teens. Here's how clients have described Carmella:

- "Relevant, real, compelling and FUN."
- "Carmella gives you hope, humor, and humility."
- "One of the few female speakers with top-notch credentials and dynamic delivery."

Here are a few reasons why meeting professionals, speaker bureaus, associations, and corporations love working with Carmella:

1. Carmella Doesn't Just Interact, She connects. Her warmth, intelligence, and authenticity shine through her presentations. She never gives a speech. Instead, she holds a conversation with your audience, whether that's 10 C-suite leaders in a high-level strategy session or 10,000 people in a convention center keynote. Every presentation is interactive to get your guests involved and give them a meaningful and memorable experience!
2. She's No Diva and Intellectual. Although Carmella may have spent 20+ years working in the Higher Education arena, she's far from a non-relatable diva and intellect who speaks over her audience and not to them. She knows the real stars are your audience members. Down-to-earth, friendly, and accommodating, she'll greet your guests, hang out at your cocktail party, or spend the entire day at your conference offering as much value as she can to your attendees.
3. Carmella is not afraid to get real and vulnerable with the audience. She has lived through many of the same challenges as your audience – and she's not afraid to talk about them. Poignant personal stories of physical illness, abuse even suicide, are all on the table when they make a point about leadership and success. And audience members can relate, thanking Carmella for her "courage and vulnerability."

Contact us at Linda@Carmellajohnson.com to schedule an exploratory call with us to discuss your upcoming events!



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4. Customized Content, Carmella does extensive research, including pre-event planning calls, interviews with your attendees (who love that she does her homework!), as well as studying your mission, values and event objectives so she can provide customized content. She knows her subject area – leadership, people, and performance – backwards and forwards and always keeps up with the latest data on human behavior and professional development.

5. Relevant & Actionable Takeaways, as a collegiate instructor Carmella knows the extreme value of creating opportunities where learning lasts long after your conference so she provides cognitive anchors (causing information to stay in long term-memory) and a rousing call-to-action that sends every audience member home with immediately applicable takeaways. She also offers a coaching session giveaway, a post-event email including videos and links to relevant articles, and a follow-up webinar for your entire group.

6. Marketing Support Want promotional support to ensure your event's success? Carmella is happy to provide a custom marketing video, social media posts, quizzes, blogs and articles so you can get everyone excited about your event, whether it's open to the public or an internal conference. You can count on her support before, during, and after your event.

7. Her message of ARISING to the Greatness Within stirs audiences unlike anyone else: that hope is the jet fuel for the journey of work and life. She backs it up with the science of hope theory to help people lead the charge through change challenge. Her signature ARISE courses are now available to all.

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