



**J**oin us as Shelley Brown—pop artist; 25-year-plus corporate veteran well-versed in the art of mergers, layoffs, PIPs, and terminations; Academy Award winner for her role in *I Can't Take This Anymore!*; author of *Weird Girl Adventures*; and a favorite speaker for Marriott Hotels, UPS, Global Business Travel Association, and many others—pops into your world to splash the bright colors of her weirdness into your lives. Through funny, relatable, impactful, and oh-so-human stories; wisdom from the corporate trenches; and actionable takeaways, you'll **learn how to walk your weird and foster a sense of belonging that will create your greatest organizational culture.**

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**T**here's been a big shift in the world of work. People are looking for more alignment with who they are and their personal values. They are looking for more meaningful and purposeful work cultures where they can grow their interests, utilize their gifts and talents, and be recognized for their contribution beyond the numbers. In other words...

### **They want to be WEIRD!**

To be weird is to be “of strange or extraordinary character; odd or fantastic”\*—**like all of us!**

### **THE KEY TO SUCCESS**

Ultimately, people are looking to leadership to foster a **safe environment** where **meaningful connection** and a **sense of belonging** allow them to choose the level of authenticity—how much of their WEIRD—they want to express in the context of work. **The key to personal, professional, and organizational success**, therefore, is engagement that comes from connection and belonging.

All human beings have a fundamental need to belong—to be seen and accepted as their weird selves. The challenge is that we have more pressure, more responsibility, and more competition, and the velocity of technology and work never slows down. **But to balance people with profits we must slow down.**

## IT ALL COMES DOWN TO THIS

What, then, will fuel us personally and professionally and support us to do what we do best to have a positive impact on organizational success?

### **Safety. Belonging. And Choice.**

When people feel cared for, they feel safe. When they feel safe, they can choose the parts of themselves they want to bring to work. This gives people a sense of belonging. And when people feel like they belong, they care more about you and invest more in their work and the people they serve, and they help to create that sense of belonging for others. To put it simply,

**caring for people = greater organizational success.  
That is the belonging equation.**

Let Shelley take you on a W.E.I.R.D. journey—a **Welcoming, Engaging, Integrating, Risk-taking, and Delivering** journey—to inspire your attendees to build a culture of belonging, where everyone feels safe, valued, seen, and known. And not just as a KPI.

\*Merriam-Webster



#### OVER THE COURSE OF SHELLEY'S KEYNOTE, PARTICIPANTS WILL

- **Explore the foundational principles of a W.E.I.R.D. company culture: safety, belonging, and the choice to show up authentically in the context of work.**
- **Implement the five ways of W.E.I.R.D. Culture: Welcoming, Engaging, Integrating, Risk-taking and Delivering.**
- **Learn how to be *proactive* in creating a culture in which everyone can thrive through a commitment to safety, belonging, and choice for all.**
- **Discover what leaders can do to ensure employees feel comfortable expressing preferences, interests, gifts, talents, ideas, and goals.**
- **Understand the impact of creating a W.E.I.R.D. Culture and why it matters to the success of your organization.**



*For those looking for a foundationally moving and inspiring guest speaker, look no further!*

*For those interested in shifting the minds of leaders to focus on belonging and inclusion, look no further!*

*For those in search of a way to celebrate the diverse talents of their collective teams, look no further!*

*Shelley's stories are genuine and authentic. Her message is simple, yet memorable. And she truly brings out the very best in others. I highly recommend Shelley Brown as a motivational speaker for organizations looking to transform the hearts and minds of many.*

—Lauren K. Nickle, Vice President, General Manager, Benchmark Electronics

**Contact Shelley today to discuss your next event!**

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