



# Hi! I'm Downtown Shelley Brown



Downtown Shelley Brown 8/15/23

Downtown Shelley Brown IS A **SPEAKER, AUTHOR, POP-ARTIST,**  
**BELONGINGOLOGIST** ready to POP more COLOR into your life, leadership and teams!

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# The Belonging Equation

We all have one thing in common: the need to belong. The problem is, we get so caught up in emulating each other, that we forget the real power is embracing our authentic selves—our weirdness. This may be counterintuitive. It's also counterproductive: 80% of consumers want authenticity in a brand. They WANT our weird!

Embracing authenticity, connection and belonging is how we do better, culturally and financially – both for the human side and for the bottom line.

- Amp up the emphasis of belonging and connection by fostering a culture of safety and choice.
- Strengthen your team with empathy, respect and value-aligned actions.
- Uplevel employee authenticity and engagement.
- Enhance your culture and leadership outcomes with greater wellbeing and productivity by embracing and nurturing the W.E.I.R.D. process: Welcoming, Engaging, Integration, Risk-Taking, and Delivering.
- Improve brand loyalty and the bottom line at all levels of the organization.

*Shelley is an absolute ROCKSTAR with unbelievable energy that radiates throughout her entire keynote! She captivated our audience of executive leaders with stories from her own fabulous journey through her career and made them really think about how they are showing up for their teams. She taught the audience that embracing everyone's WEIRD is just good business. People left inspired, excited, and energized to get back to their teams to put some of her teachings into place. Shelley was a true highlight to our event.-*

**Hannah DeMaio, Vice President Brand Strategy, Women Leading Travel & Hospitality**

# Ditch the Should Show

We live in a world of shoulds that rule us, tear us down, interfere with our self-care, and steal our peace. Should causes comparison and envy, regret and guilt, feelings of defeat, fatigue and burnout. Worse, shoulds cause us to shape shift, constrict our body and words, hide from our truths, shove down our creative spirit, and play small.

In the last year, 80% of our employees and colleagues report experiencing burnout at their current jobs as a result of should like this. Shoulds should shape our creative genius and our culture, not squelch it. This keynote reveals how to transition from bullshould to good should, take back your power and bring it to the bottom line.

- Examine the impact that shoulds have on our life, leadership, and organization.
- Understand how “bullshould” leads to cognitive dissonance—frustration, discomfort, confusion, and conflict.
- Discover how “good should” fosters cognitive resonance—innovation, creativity, connection, and growth.
- Implement the S.T.A.R.T. process to continually eliminate the bullshould and turn problems into opportunities for personal and organizational growth.
- Move people to take meaningful action both personally and professionally.

*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 motivation speaker for organizations looking to transform the hearts and minds of many. **Laura K. Nickle, Vice President, General Manager, Benchmark Electronics***

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# About Shelley Brown

Shelley Brown is on a mission to help organizations create their aspirational culture. As an award-winning international speaker, pop artist, and mindfulness educator, Shelley works tirelessly to champion cultural cohesion. As a Belonging-ologist, she is dedicated to the study of connection and inclusion through embracing our own authenticity and each other's.

In her more mainstream era, Shelley held corporate positions in event tech as a regional and national director of sales for 17 years. She is a certified mindfulness educator and earned the elite title of Prestigious Les Clefs d'Or Concierge.

She has inspired audiences around the world including United Airlines, Marriott Hotels, UPS, Accor Hotels, Global Business Travel Association, Meeting Planners International, National Tour Association, the Self-Employed Summit, Southeast Tourism Society, and Women's Leading Travel and Hospitality. Shelley is the author of "Weird Girl Adventures" and is a 26-time ultra-marathoner and marathoner.

## Client Testimonials for Shelley Brown

Shelley is the perfect keynote speaker for a conference looking for something different, something fun, something meaningful. Her storytelling will captivate the audience and have everyone talking about how to make their part of the world a better place for others. I look forward to seeing Shelley onstage again! **Jay Slayers, Senior VP Special Projects, Miles Partnerships**

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Thank you for your vibrant energy and important message! You contributed greatly to the overall WOW factor at our recent Travel Exchange. We appreciate your sharing your time, talent, and expertise with the National Tour Association community. We had attendees from more than 20 countries, and what you shared resonated and set a tone of kindness, happiness, and inclusivity. What a wonderful way to do business, make new connections, nurture old relationships, and learn from one another. **Catherine Prather, President, National Tour Association**

Shelley Brown is a person of intellect, compassion, but most importantly, brilliance. She makes public speaking look like a walk in the park. She also teaches how you can be your own catalyst for self love, professionally and personally, for even the most difficult of circumstances in our daily lives. I met Shelley at a work conference and she spoke to us over an hour. Not only did I fall in love with what she taught, but I fell in love with her. I immediately hired her for my organization's retreat last month and she was the highlight of the entire weekend. I would recommend her to anyone and everyone who needs some love in the workplace and in our personal lives. She is truly brilliant and each day you have not heard her speak, you are missing out. **Zach Wolf Co-Owner, Chief Business Development Officer, ASCOT Travel Services**

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Shelley was an energetic, interactive and impactful speaker at our recent Business Resource Group Leader Summit. I was impressed with how she connected with leaders and engaged them as the keynote speaker during our event. Shelley is a joy to work with and I am really happy that our paths crossed and stars aligned for her to speak with this group. Thank you, Shelley, for such a wonderful experience! **Grace Harris, Senior Manager, Diversity, Equity & Inclusion, United Airlines**

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