



GET IT!

AMYK'S MEDIA KIT

Business & Life at the Intersection of
Leadership, Critical Thinking & Communication
2020



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MEET

| **AMYK**



International, Award-Winning Speaker
Amazon Best-Selling Author
Over 2500 Presentations
11+ Countries
Still Keepin' it Real

AMYK

RELATABLE



'What a powerhouse speaker!' 'Loved the topic and her energy level!' 'If anyone could ignite one's brilliance, it would be AmyK!' Those are the comments we heard over and over again from attendees at our Conference. And bonus - she was easy and so pleasant to work with!

Debbie Jemison, Vice President
Illinois Bankers Association

ENERGETIC



AmyK's presentation was electric, humorous and even humbling. We loved AmyK's energetic and dynamic style. We all agreed, AmyK is one of the rare conference speakers who shares practical, realistic tools so when you walk away you can take action immediately!

Carlyn Kelley, Chapter President,
Maryland Suburban
CREW

INSPIRATIONAL



AmyK is an instant superstar who spreads her positive, inspiring and visceral energy across an organization with only few minutes' exposure. Don't think twice, invite AmyK to make your team better today!

Paula Teigen, Sr Staff, BD Finance &
Business Operations
Lockheed Martin Space Systems

STORYTELLER



Thank you!!! I can't begin to tell you how MANY positive remarks I heard about your session. Probably the best was, "I would have stayed three more hours." Many folks indicated yours was the best presentation in which they have participated in years!!!

Janay Rickwalder, VP, Marketing
National Pest Management Assoc.

CATALYST



We just closed our fiscal year in July and it was the largest one on record for our business - some of which I believe is a direct result from working with AmyK. Awesome!

Doug Niemeyer, General Manager,
TEKLYNX

FUN



AmyK captures your attention from the moment she starts to speak, and keeps you engaged throughout her session. She is high energy, and her perspectives are very thought provoking. She received the highest scores of any of our speakers.

Tim Felt, President & Chief Executive Officer
Colonial Pipeline



LIFE HAPPENS

ONE. CONVERSATION. AT. A. TIME.

What if you could start each and every day with a confident smile... knowing every meeting & every conversation inside your company today is going to ignite an 'a-ha,' yield profitable results and drive your business forward faster?

Guess what?

You can. [And I'll show you *HOW* in each of my keynotes.]

Why?

Because the life you desire is on the *other* side of a tough conversation.



INCREASED

ENGAGEMENT

If everyone in your audience, starting today, was a better thinker, a better problem-solver, a better decision-maker, a more thoughtful communicator and a more confident, high-performing action-taker what results would they see six months down the road?

THAT'S THE POWER OF CRITICAL THINKING & EFFECTIVE COMMUNICATION.

And if you thought you could succeed without it, think again.



In fact... **THINK ABOUT THIS:**

Every day we put off the power of profitable conversations, [by not raising the level of critical thinking throughout our organizations & ensuring our peeps communicate effectively], we're leaving the intelligence of our people untapped and we're leaving money on the table. i.e. We 're not getting it.

Each and every one of my presentations will ignite your attendees' talent, skyrocket everyone's personal & professional profitability and change their world for the better.

And we're going to have a good time in the process.

MAKING YOUR LIFE | PROFITABLE

IT'S WHY I'M HERE FOR YOU & YOUR ATTENDEES

I've taught thousands of leaders how to overcome their fears and confidently & competently lead their toughest conversations, without saying something they regret, giving their power away or damaging their professional or personal relationships along the way.



“

"AmyK's tools for leading the tough conversations at critical moments in sales, operations and leadership development was a huge help to our leaders and their teams. We grew sales by over 12% this year and AmyK was a significant contributor to our growth. Even more importantly she helped us own the right behaviors in preparation for the upcoming year and for moving the company forward faster."

Ken Trainer, COO
Chesmar Homes



“

"AmyK is a one-of-a-kind speaker and she was the highest rated speaker of our entire conference! If you are looking to add tremendous value to your team or to an event, engaging AmyK is a sure win!"

Rhett Asher, Vice President, Asset Protection, Data Security & Crisis Management, Food Marketing Institute



“

"Six of my CEO members successfully used AmyK's Aligning Brilliance tool within a week of her presentation to my Vistage group. One was with his wife and he said it was the most productive conversation in their marriage. One was with a difficult employee and he is on board now and developing a plan. One was with a major customer who was exercising too much leverage. All were positive. Thank you, AmyK!!!"

Bruce Merrell, Vistage Chair

FOCUSING ON THE RIGHT | MINDSET & BEHAVIORS

- > The #1 difference between good leaders and brilliant ones is emotional intelligence.
- > Master the internal conversations that drive your reactions, actions and results, master the external conversations that create & sustain your relationships both at home and at work, and you'll master your life.

IMAGINE:



getting in control and feeling energized...

despite the chaos & complexity of attempting to scale your business.

IMAGINE:



getting the calm, confidence & connection you crave...

despite the mental mind suck of feeling like you're not moving fast enough, you're not doing enough and you don't know enough.

IMAGINE:



getting to be your biggest, baddest, boldest, self [you're the Most Valuable Player of the game]...

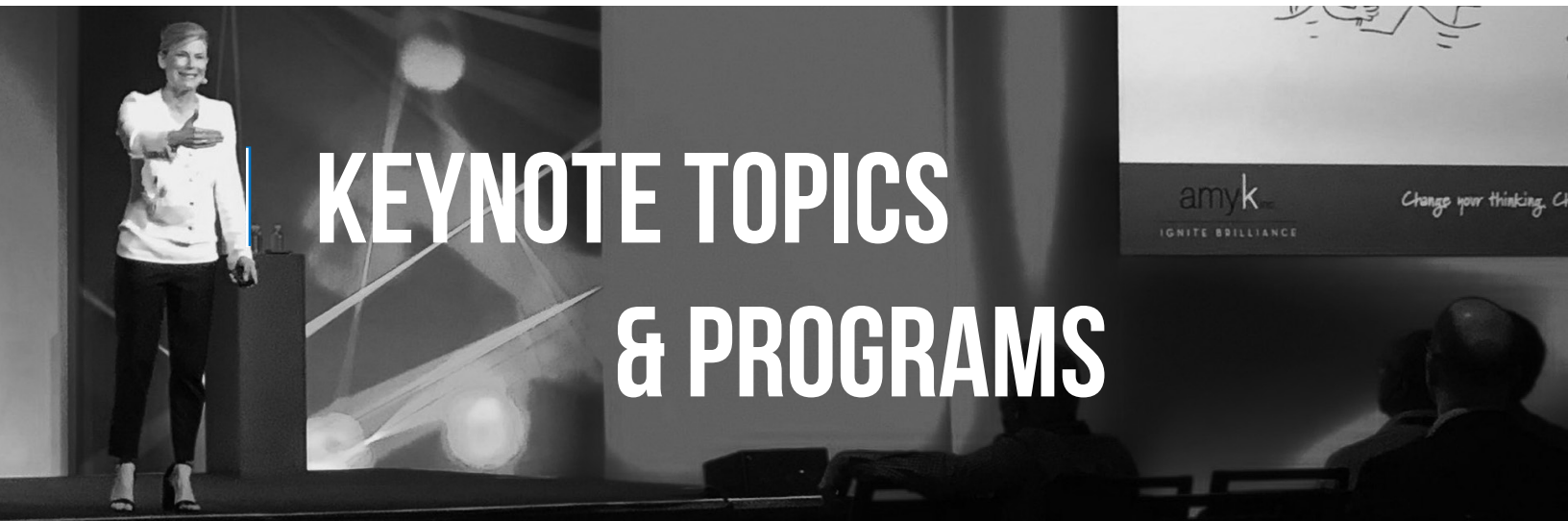
despite crazy calls from the referees, the maddening crowds and the "in your face" opponents.

IMAGINE:



getting to wake up every day and your first thought is, "I got this! I totally got this!"...

despite the never-ending stressors of your demanding business and hectic personal life.



GET IT: *Leadership*

Format: 60-90 Minute Keynote or 1/2 Day & Full Day Workshops



This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Leaders
- Any Leader Seeking Greater Buy-in, Engagement & Productivity from Their Teams



The audience will leave with:

- Actionable Tools to Raise the Quality of Team Meetings
- Actionable Tools to Facilitate Better Problem-Solving
- The 2 Critical Elements Leaders Must “Sell” Each & Every Day
- The #1 Most Effective Conversation Framework to Influence & Foster Productive Behaviors
- How to Attract & Retain Top Talent
- The 5 Conversations that Drive a Healthy, High-Performing Culture
- How to Avoid the Unintended Consequences & Pitfalls of Fast-Paced Growth

In this compelling and energetic program, leaders will be inspired and equipped to raise the performance & productivity of their teams. Through humor, insight and experience, AmyK provides real-world, straightforward tools that have immediate practical applications. AmyK shares with leaders how to ignite and harness the brilliance in teams in order to create unprecedented competitive advantages that will drive businesses forward faster.



GET IT: Sales

Format: 60-90 Minute Keynote or 1/2 Day & Full Day Workshops



This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Sales Leaders
- Woolly Mammoth Hunters & Killers
- Any Organization Seeking More Closed Deals & Greater Profits



The audience will leave with:

- The #1 Most Effective Sales Conversation Framework
- The 4 Mind Traits We All Share & How They Influence the Outcome of a Sale
- The 3 Best Questions to Close Faster
- The 4 Questions Every Prospect Must Be Asked Before You Ask Them to Sign
- The 4 Most Profitable Messaging Techniques – Buying and Selling Styles
- How to Create Thirsty Customers
- The Critical Components of Every Sales Presentation
- The Art and Science of Handling Objections
- Sales Strategy – the Science of Mini-Must-Wins
- Why an Objection is the Best Opening to Close

Critical sales opportunity in your future? AmyK can help. In this interactive, roll-up-your-sleeves program, AmyK introduces sales tools and demonstrates exactly how to use them so audiences can quickly acquire “close-it-yesterday” skillsets and processes for moving sales forward faster.

AmyK’s humor and wisdom will demystify some of the most challenging sales scenarios and will ignite even the most experienced team member to nod and note-take about something novel to put into practice.

Incorporating the latest brain research, AmyK’s high-energy, fun and insightful sales strategies will motivate and inspire your team to increase the effectiveness of their sales pipeline from lead generation to check received. Whether a seasoned sales professional or someone brand new to business development – every participant will leave fired up and ready to take action knowing that sales happens one conversation at a time and they control the quality of these conversations.



GET IT: *Creativity & Innovation*

Format: 60-90 Minute Keynote or 1/2 Day & Full Day Workshops



This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Leaders
- Any Leader Seeking Brilliant Ideas & Solutions from Their Teams



The audience will leave with:

- How to Overcome Barriers & Obstacles to Act on New Opportunities
- How to Position Teams to Turn Disruption & Change into Competitive Advantages
- A Tried, Tested and Proven Creativity & Innovation Model
- Exercises for Each of the 5 Stages in the Model from Ideation to Going-to-Market
- Greater Insight & Understanding on How Culture Influences Creativity & Innovation
- The 9 Must-Have Elements for Driving & Sustaining an Innovative Culture
- The Requisite Questions Leaders Must Ask to Propel Innovative Thinking
- How to Cultivate the Mindset of an Innovative Leader

It's time to THINK DIFFERENTLY! Does your company have the right skills to take on tomorrow? Do your people possess the behaviors necessary to create a culture that fosters innovation and generates long-term growth? What's the secret to getting your next great idea?

In this provocative and eye-opening presentation, AmyK shares how to generate more creative ideas and how to take these ideas to market... fast! Invite AmyK to deliver this highly interactive and engaging program and take a refreshing plunge into the boundless waters of Big Thinking.



GET IT: Story

Format: 60-90 Minute Keynote or 1/2 Day & Full Day Workshops



This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Leaders
- Any Leader Desiring to Live to Their Fullest Potential So They May Create a Bigger Impact



The audience will leave with:

- How the Most Successful Leaders Define Happiness
- 4 Components of Emotional Intelligence
- #1 Tool for HOW to Change Your Attitude, Thoughts & Stories
- Proof that Energy, Not Time, Separates the Good from the Great
- 4 of the Biggest Secrets Leaders Keep: Imposter Syndrome, Self-Criticism Fixation, Likeability Malady, Comparison Condition
- How to More Effectively Manage & Navigate Change to Build Resiliency
- How to Challenge & Break-Through Limiting Stories & Beliefs Which Truncate Potential
- 2 Insightful & Revealing Tools for Stronger Alignment Between Desires, Purpose & Decisions
- 2 Most Common Types of Pain Leaders Experience & How to Heal Them
- 2 of the Biggest Fears Every Leader Faces & How to Overcome Them

In this life-igniting, goose-pimple-raising keynote, AmyK shares insights and tools critical for leaders to successfully face and conquer their biggest fears and challenges.

With over twenty-years of experience working intimately with executives as a business strategist, consultant & coach, AmyK knows the secrets leaders keep – what makes their stomachs turn, their palms sweat and the thoughts that cause them to toss & turn at 3am. With humor, wisdom and powerful stories, AmyK sheds light on the fears leaders face, shares practical steps for choosing and crafting stories that drive better behaviors and busts the myth that it's lonely at the top.

Learning to be driven not by circumstances and reactions, but by the core desires of our essential self, AmyK's easy-to-use assessments and tools will help leaders re-write their stories for healthier, happier endings and more profitable results... both personally & professionally.

GET THE LIFE YOU DESIRE.

DISCOVER THE 5 STEPS TO GET WHAT YOU WANT...
ONE CONVERSATION AT A TIME.

Communications expert AmyK Hutchens shares how to confidently and competently navigate your toughest conversations without saying something you regret, giving your power away, or damaging your relationships.

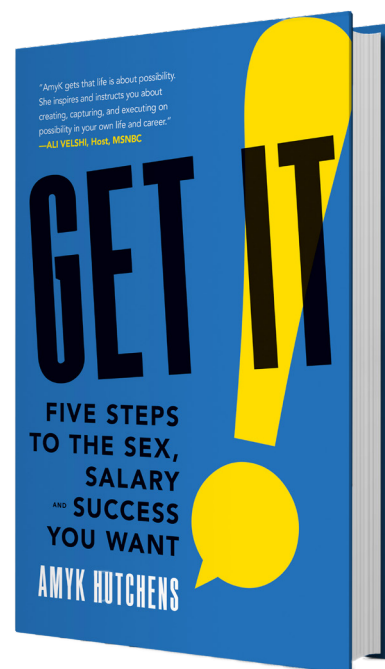
Whether you want more intimacy & connection in your marriage, or a promotion and a raise at work, or you want to say no without feeling guilty, or you want to stop a difficult person in their tracks, I know how to help you.

I share with you how to turn a tough conversation into a highly profitable one.

I've done it myself. Hundreds of my clients have done it.

This is the intel you need to become a more masterful communicator.

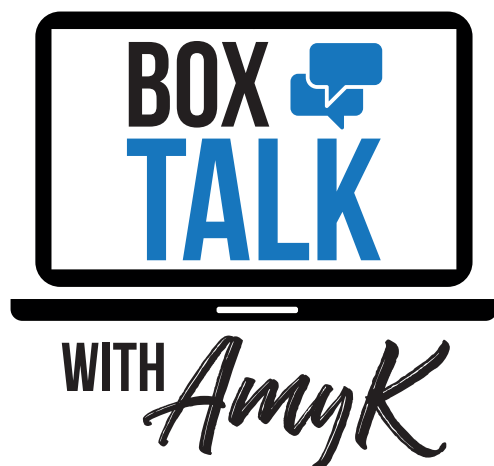
GET IT is a proven, easy to follow book, filled with conversation tips and Magical Phrases so you can get exactly what it is you want.



5 STEPS TO THE SEX, SALARY AND SUCCESS YOU WANT.

- ! 1. Clarify your real want
- ! 2. Seek connection or power – rarely both
- ! 3. Tune in to all the conversations
- ! 4. Own your shit and de-stink theirs
- ! 5. Know your lines – both what to say and where to draw 'em

GET IT is more than just a how-to book—it's a beautiful and brilliant way to get the sex, salary, and success you desire, one conversation at a time.



I'VE GONE DIGITAL. JUST LIKE YOU!

Feeling a tad+ overwhelmed by all of the changes and conversations needed right now?! **You're not alone.**

Right now there are real business needs, including:

- Maintaining morale, momentum & motivation
- Preserving your culture and keeping people connected & engaged
- Driving skill development so everyone can emerge stronger & ready to play better
- Re-positioning and pivoting to capitalize on new opportunities
- Safeguarding your Q3 and Q4 results
- Recession proofing your business

And... it's easier said than done.

If you have the business needs above, I have a 3, 5 and 8 week webinar series called,

BOX TALK with AmyK.

In these high energy webinar series, I'll give your team tools, frameworks, action steps and take-aways that they can start using immediately. These webinars are designed specifically to help you and your team go from feeling stressed and reacting to feeling calm and responding confidently & thoughtfully so they can get the results they need.

I cover topics such as:

- Communication & Change
- Creativity & Innovation
- Self-Leadership & Mindset
- Emotional Intelligence
- Sales & Customer Service

WAYS WE CAN

PARTNER



Keynote speaking:

60 minute keynote
90 minute keynote



Interactive workshops:

2 hour session
3 hour session
4 hour session
6 hour session



GET IT INNER CIRCLE Mastermind:

Non-compete CEOs & Business Leaders
In-house Executive Teams [customized & scheduled to fit your needs]



Live Online Webinars:

30 -- 60 -- 90 minute training
[customized & scheduled to fit your needs]



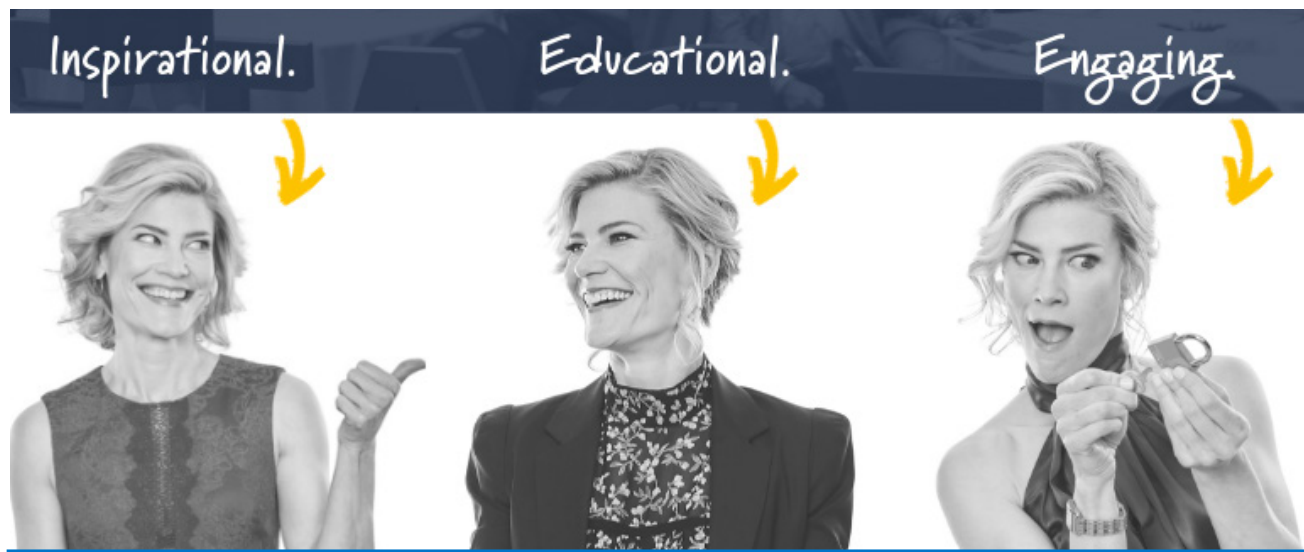
Online Signature Program:

Year long communications program
50+ self-paced videos & corresponding playbooks.
[corporate/volume pricing available]



Investment:

Please contact us for 2020 rates. 760.652.4030 or ignite@amyk.com



ABOUT AMYK

AmyK Hutchens is an international award-winning speaker, Amazon bestselling author and has over 19 years' experience training and consulting with clients such as The Home Depot, Starbucks Canada, Comerica Bank, Expedia, Lockheed Martin, Securian Financial, Walmart, John Paul Mitchell Systems and hundreds more.

AmyK travels the globe sharing with executives, influencers and go-getters HOW to confidently & competently navigate their toughest conversations without saying something they regret, giving their power away or damaging their relationships.

AmyK received her M.S. from Johns Hopkins University, and has been a featured guest on numerous TV and radio networks including Bloomberg, NBC, Fox and ABC. She resides in San Diego, California.



at&t Brighton.

DEMATIC

PAUL MITCHELL

VISTAGE



SUMMIT
FINANCIAL GROUP, LLC

MCCARTHY



Expedia



BD

LOCKHEED MARTIN



SECURIAN

Walmart

Bali

GRIMALDI'S
COAL BRICK-OVEN PIZZERIA

THE LITTLE
gym



TRANE
Ingersoll Rand



...plus hundreds more



THANK YOU

I LOOK FORWARD TO HOPEFULLY HAVING THE OPPORTUNITY TO
PARTNER WITH YOU AND IGNITE EVERYONE'S BRILLIANCE.

760.652.4030 ignite@amyk.com