



LESLIE EHM

**WALL STREET JOURNAL & USA TODAY BESTSELLING
AUTHOR, SPEAKER & SWAGGER COACH**



**THE WORLD IS WAITING FOR YOUR SWAGGER.
WHAT ARE YOU WAITING FOR?**



LeslieEhm.Com



ABOUT LESLIE EHM

Leslie Ehm knows a thing or two about swagger.

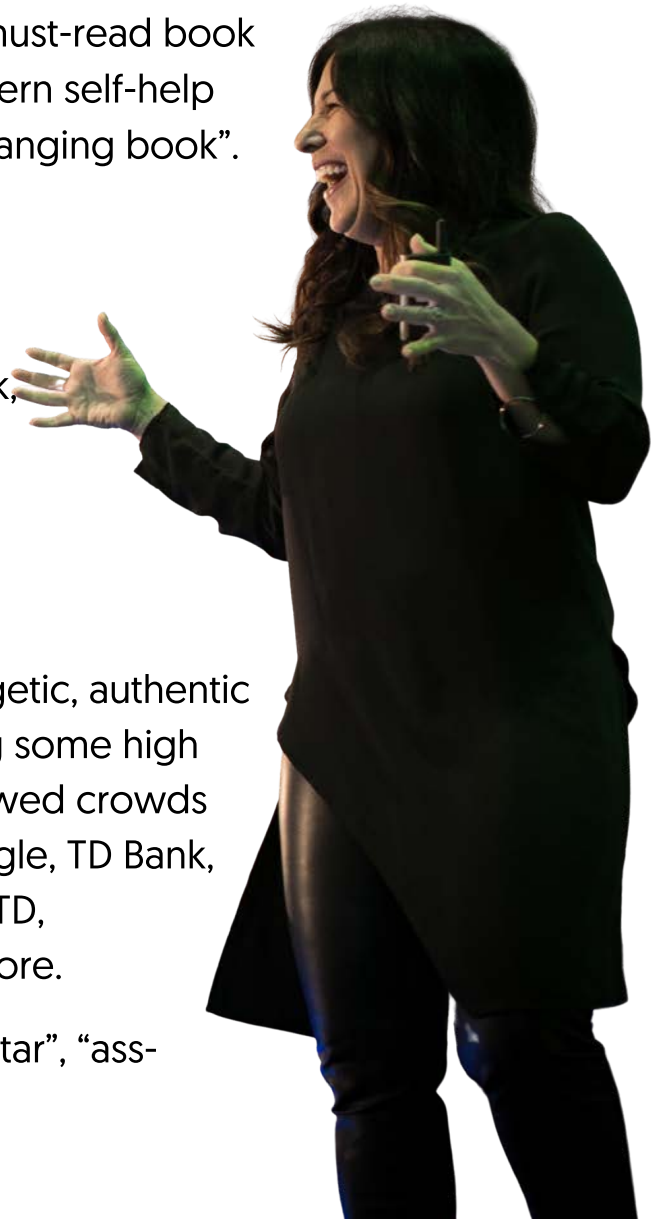
A former TV host and advertising Creative Director turned training guru, Swagger coach and speaker, Leslie has a 20-year proven background in people development, authenticity, leadership and communication, and a reputation for transforming corporate culture, exploding employee engagement, and releasing exponential human potential.

She's now the Wall Street Journal, USA Today and Amazon #1 bestselling author of Swagger – Unleash Everything You Are and Become Everything You Want, called “the must-read book of 2021”, “a game changer”, “the must-have modern self-help book”, “brilliant and empowering”, and “a life-changing book”.

Leslie has travelled the globe with her award-winning training company Combustion, working with executives and teams from Fortune 500 companies like Google, Disney, Pepsico, TD Bank, Uber, HBO, Live Nation and more. She's turned technologists into creative forces, bankers into storytellers, and has brought a serious dose of badass-ness to boardrooms everywhere.

As a speaker Leslie lives to unleash the unapologetic, authentic human in everyone. And she's not afraid to bring some high energy and rebel spirit to the process. She's wowed crowds around the globe with speaking clients like Google, TD Bank, Brown-Forman, Aecon, Stubhub, Volkswagen, ATD, Dynamic Funds, ATD, Danone, CBC, and many more.

She's been called “better than therapy”, “a rock star”, “ass-kicking”, “a force of nature” and even “a witch”.



SPEAKING OF SWAGGER: KEYNOTES



The Swagger Gap

How to Unleash All of Your True Potential in the Workplace

Imagine a work force where every person's true potential is unleashed – where they can operate authentically and transparently, connect meaningfully, lead and communicate with confidence, solve problems fearlessly and feel perfectly comfortable in their skin in the process.

But the reality is that at work, too many of us hide the very things that allow us to accomplish this – our truth, differentiators and unique perspectives. We tell ourselves that no one will accept us without a polished, glossy, and impossibly perfect persona. This is the Swagger Gap – when who we really are is disconnected from how we manifest ourselves in the workplace. And it's a recipe for work culture and productivity disaster.

In her highly interactive and informative keynote, Wall Street Journal & USA Today bestselling author, Leslie Ehm, brings her infectious soulful style to shatter the myths around the need for work / life personas. Through inspiring stories and engaging real world examples, Leslie explains how to free ourselves from the myth of “fake it ‘til they make it”, and systematically break down the barriers separating the authentic, most powerful us from the waiting world.

For anyone who's ever felt limited in their potential or those aspiring to create a more open, engaged, superpowered and ultimately productive workplace, Swagger opens the door to the kind of self-belief that will change the way we live and work—without ever having to sacrifice who we are.

Audiences Will Learn:

- How and why your personal brand is your superpower and how to bring it to work
- How to break free of both the 'fake it 'til you make' trap and the resulting Imposter Syndrome
- How to attain legitimate, unshakable confidence
- The secrets to speaking your truth so it gets heard and accepted
- A live Swagger Gap assessment

Watch Leslie in action [here](#).

Keynotes can be delivered both virtually and in-person.

SPEAKING OF SWAGGER: KEYNOTES



Closing The Swagger Gap

How Leaders Can Amplify Performance & Culture by Unleashing Authentic Human Potential

Every leader's mandate is to recognize, nurture and unleash their people's potential. Only through this can they amp up engagement, performance and ultimately, productivity. But what happens when their people actively withhold the most powerful parts of themselves due to fear, insecurity or the belief that their true selves won't be accepted in the workplace?

While we may dream of this organization firing on all human cylinders, the reality is our inability to nurture and accept 100% of our people's unique contributions – their 'swagger' – [not to mention our own] means they in return choose to give us only 60% of their commitment, courage and capabilities. This is the Swagger gap. And the cost of it can be devastating to our culture and bottom line. Closing it is the secret to a super powered, super performing and super happier workplace.

In her interactive and informative keynote, Wall Street Journal & USA Today bestselling author Leslie Ehm brings her high-energy, infectious, soulful style to helping leaders model and manifest their own swagger. Through inspiring stories and engaging real world examples, Leslie helps leaders recognize what holds their people back from bringing their authentic selves at work, and create an environment and workforce brimming with confidence, positivity, and power.

For any organization who wants to be the kind of a sought-after workplace where top talent not just gravitates to but stays and flourishes, Closing the Swagger Gap is the keynote that will take your leaders to the next level in people management and performance.

Leaders Will Learn:

- How to break through the blockers that hinder high performance
- How to reveal their authentic selves without damaging their credibility
- How to recognize their people's true potential and unleash it for extraordinary productivity
- How to eradicate the 'fake it til you make it' mindset causing workplace insecurity and fear
- How to use collective swagger to form "supergroups" and amp up business success
- A live Swagger Gap assessment

Watch Leslie in action [here](#).

Keynotes can be delivered both virtually and in-person.

SPEAKING OF SWAGGER: KEYNOTES



Selling with Swagger

The Power of Authenticity to Persuade and Profit

In today's world, the most detrimental element to successful selling is lack of trust, and nothing contributes more to it than inauthenticity. In order to build the kind of long term, co-invested and profitable relationships expected of us, our prospects and customers need to know that we're showing them who we really are – and we need to be comfortable and confident in doing it. It's time to let go of the negative clichés around selling and instead step into a positively redefined role fueled by truth, intention and self-belief with our authentic swagger firmly in place.

In her interactive and informative keynote, Wall Street Journal & USA Today bestselling author, Leslie Ehm, brings her infectious soulful style to shatter the myths around the need for a false front when building sales relationships. Through inspiring stories and engaging real world examples, Leslie explains how to free ourselves from the myth of “fake it ‘til they make it”, move from from pushy to persuasive, and systematically break down the barriers separating the authentic, most powerful us from the waiting world.

For any organization looking to transform the mindset, approach and potential of their sales force, Selling with Swagger is the keynote that will not only inspire but truly penetrate the hearts and minds of your people, and provide the swagger secrets that will help them attain the results you all want and deserve.

Audiences Will Learn

- How authenticity is directly correlated to the power to persuade
- What stops us from revealing who we really are and what helps to overcome it
- How to eradicate the ‘fake it til you make it’ mindset that causes insecurity and fear
- How to build a personal brand that is both authentic and irresistible to customers
- How to reframe truth as a win for everyone
- A live personal Swagger Assessment

Watch Leslie in action [here](#).

Keynotes can be delivered both virtually and in-person.

KEYNOTE CLIENTS & TESTIMONIALS

The Reviews Are In...

"Leslie Ehm is, quite simply, AWESOME! - **Tim Clark, CIO, TD Bank**

"With Leslie Ehm, you'll be excited, inspired, exhausted, and ultimately, centered. And you'll want to do it all again tomorrow." - **Matt Waddell, Senior Product Director, Google**

"Not all speakers who are as highly engaging in person can translate their energy to virtual keynotes. But Leslie sure delivered from start to finish." - **Jeffrey Shaw, founder of the Self-Employed Summit**

"Leslie's keynote was dynamic, innovative, highly applicable, and a ton of fun!" - **Marie-Andrée Gélinas, Director, Marketing & B2B Communications, CBC**

"Leslie's authentic approach sets her apart from the pack." - **Tim Fox, VP, Dynamic Funds**

"AWESOME! Leslie was energetic, effortlessly engaged, and the content was relevant and inspiring. " - **Karen White, Sr. Manager, Consumer Engagement, Danone**

"The team left with full hearts and the confidence to bring their full selves each day and embrace our messy, vulnerable and beautifully flawed selves. It was an absolute pleasure ." - **Jayme Martin, District Vice President, TD Bank USA**



THE BOOK



Swagger - Unleash Everything You Are and Become Everything You Want

Wall Street Journal, USA Today and Amazon #1 Bestseller

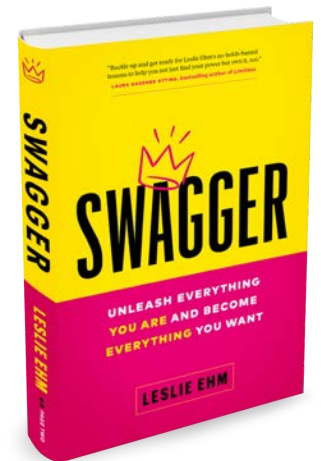
Why are some people magnetic, confident, comfortable in their skin, and in charge of their destinies? What's their secret? In a word: Swagger.

And no, this is not the old swagger—that show-off, in-your-face, arrogant kind. This brand-new swagger is unshakable, unstoppable and utterly irresistible and Leslie Ehm will show you how to unlock and unleash your personal brand of it. Part guidebook, part manifesto, a little swearsy and completely inspiring, Swagger shatters the myths around “fake it 'til you make it,” shows you how to record over negative mental tapes, and challenge the preconceptions of what you “should” and “shouldn't” do.

Step-by-step, you'll discover what swagger blockers are holding you back and what drivers will liberate your unique superpowers so you can represent with authenticity, ease and unique badassery. As proof that the Swagger process works, you'll read stories of the countless people Leslie's worked with who've discovered their own swagger and changed their lives, work cultures, and career trajectories for the better.

For anyone who's ever felt not good enough or believed that being their messy, vulnerable, human selves could never result in greater success, Swagger opens the door to the kind of self-belief that will change the way you live and work—without ever having to sacrifice who you are.

Your swagger is waiting for you. What are you waiting for?



Praise for Swagger

"Think swagger is about being brash? Think again. Leslie Ehm shows us that true swagger unlocks generosity, confidence, focus, and impact ... and that's everything."

- Michael Bungay Stanier, WSJ Bestselling Author, *The Coaching Habit*

"There's the 'fake-it-til-you-make-it' crowd, and there's the crowd with real and raw swagger. If you want to show up in the world in a powerful way, read this book."

- Todd Herman, WSJ Bestselling Author, *The Alter Ego Effect*

"There is a badass inside you, just waiting to take over the world. All you need is a little swagger to release it. Buckle up and get ready for Leslie Ehm's no-holds-barred lessons to help you not just find your power but own it, too."

- Laura Gassner Otting, Bestselling Author, *Limitless*

MORE WAYS TO BRING SWAGGER TO YOUR PEOPLE

Bring Swagger To Your Organization & Get Swagger Perks

Why not bring Swagger to your organization in book form? Bulk purchases for your people, book club or event is easy, cost-effective and offers a whole host of benefits!

- Based on number of copies, the cover price of Swagger can be reduced up to 30%
- Direct distribution to your people can be easily arranged whether you choose hardcover or e-book
- Purchase 250+ copies and get a 20-min virtual Q&A and complimentary Swagger workbooks
- Purchase 350+ copies and get a 30-min pre-recorded keynote along with companion workbooks
- Purchase 500+ copies and get a 30-min (live) virtual keynote and companion workbooks
- Swagger training programs are also available upon request

To connect with Leslie or book an event:

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