

## SPEAKER GUIDELINES

"Sandy breathes excitement and empowerment as she had our guests walking away truly reflecting on her powerful message."

**Peter Manianis,  
TELUS**

# SANDY GERBER

**Certified EQ & Communication  
Coach | Best Selling Author |  
Entrepreneur | TEDx Speaker |  
Podcaster | Event Producer**

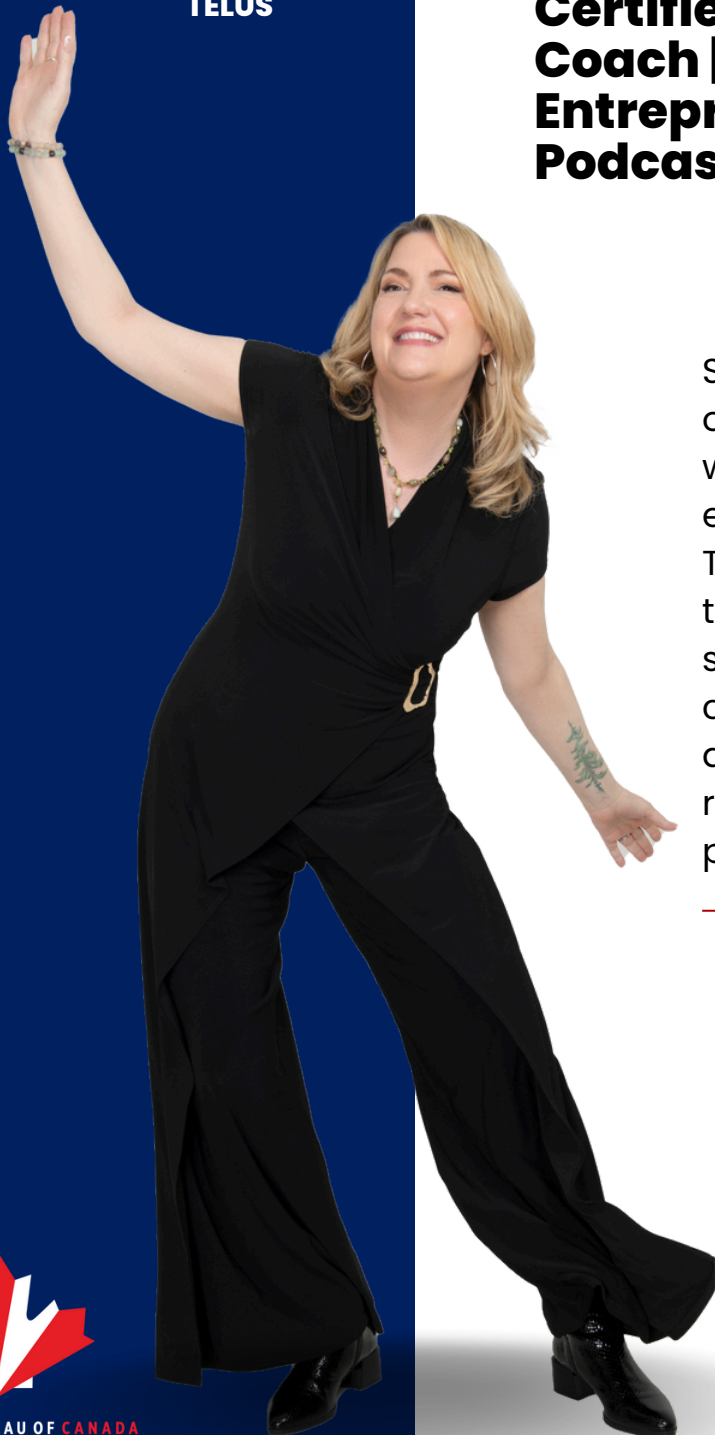
Sandy ignites people and organizations to communicate with clarity, curiosity, and emotional intelligence. Through uniquely experiential talks, training, and coaching, she helps you build stronger connections, drive engagement, and create transformative results in your personal and professional life.

## Let's Connect

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- 📍 Vancouver, BC



**SPEAKERS BUREAU OF CANADA**  
Activate Your Audience



# WHY EVENT ORGANIZERS & CORPORATE CLIENTS LOVE WORKING WITH SANDY?

## **Tailored Presentations for Every Audience**

- Whether live or virtual, Sandy crafts each presentation to resonate deeply with your audience. She incorporates real-world examples from attendees to bring her principles to life.

## **Boost Your Event's Visibility**

- With a strong digital presence, Sandy amplifies your event through her blog, podcast, social media platforms, and email community, driving engagement and excitement.

## **Anything but Ordinary**

- Sandy's presentations are unforgettable—experiential, dynamic visuals, no dull slides, and an energy that keeps everyone hooked from start to finish.

## **Humour + Impact = A Lasting Impression**

- A touch of humour, relatable insights, and actionable takeaways—Sandy ensures every attendee leaves inspired and ready to act.

## **Professionalism You Can Count On**

- From being perfectly prepared to honouring your schedule, Sandy approaches every engagement with care, reliability, and a shared goal to make your event unforgettable. She's dedicated to delivering a keynote experience you'd call your best yet.



# ABOUT SANDY

**Certified EQ & Communication Coach | Best Selling Author | Entrepreneur | Podcaster | TEDx Speaker**

Sandy Gerber is a Human Connection Catalyst leveraging communication, leadership, and emotional intelligence to ignite growth, enhance productivity, and drive employee engagement.

With 25+ years of experience, Sandy has revolutionized communications for some of Canada's most iconic brands. She's founded three successful companies, scaling her first business from her bedroom into British Columbia's Top 100 Fastest Growing Companies.

Her customized keynotes and training programs are known for being transformational, driving real results in heightened morale, enhanced team collaboration, and measurable improvements in productivity and profitability.

Her book, Emotional Magnetism™: How to Communicate to Ignite Connection in Your Relationships, has garnered international acclaim, winning 24 book awards, available in three languages and used in academic curricula.

Known as a "surprise and delight speaker", event planners and business leaders praise her ability to ignite engagement, be humorous and relevant, enhance team dynamics, and ultimately leave attendees empowered to make meaningful, lasting changes.

Sandy's enlightened thousands from the speaker stage as a popular conference and corporate event speaker and has personally coached hundreds of people with her life-changing communication leadership techniques. Available for stage, webinar, or virtual summit presentations, all of Sandy Gerber's topics are customized to fit the audience, including using participants' experiences and industries to reinforce the key takeaways enabling audiences to use the learning immediately.

By collaborating with Sandy, your organization will benefit from her proven techniques that inspire connection, foster stronger teams, and transform how people communicate—leading to a happier, more cohesive workplace culture. Sandy is an invaluable choice for events, webinars, or keynotes designed to motivate teams, increase retention, and boost organizational success.



*"We selected Sandy to present to our hundreds of members as her expertise and passion for communication is remarkable. Sandy's presentation was informative, energetic, and filled with tips and learning the members could use immediately."*  
– M. Bartolotti, International Association of Women



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# IDEAL AUDIENCES & CLIENTS FOR SANDY

## Who Thrives with Sandy's Expertise?

Sandy partners with organizations and events that are ready to transform how their teams communicate, collaborate, and lead. Whether it's addressing team dynamics, empowering leaders, or fostering trust, Sandy equips individuals and groups with the tools they need to achieve clarity, connection, and measurable results. Her unique **Human Connection Advantage** framework ensures every engagement is impactful, results-driven, and tailored to make a lasting difference.

## Who Can Benefit Most?

- **Teams & Leaders:** Seeking to build trust, improve collaboration, and inspire action in their organizations.
- **Decision-Makers:** Focused on creating cultures of open dialogue, mutual respect, and bold innovation.
- **Professional Audiences:** Passionate about turning communication challenges into opportunities for growth and success.

## Proven Results Working With Sandy

- **Clarity & Productivity:** Empower teams with clear communication that eliminates confusion, streamlines workflows, and enhances efficiency.
- **Effective Collaboration & Decision-Making:** Foster seamless teamwork and confident choices that drive powerful outcomes.
- **Confidence & Courage:** Build the skills to communicate authentically and seize opportunities with bold confidence.
- **Engagement & Connection:** Energize teams by fostering meaningful connections that inspire genuine action.
- **Constructive Dialogue & Respect:** Build a culture of open, respectful communication that transforms conflicts into opportunities for growth.
- **Personal Growth & Empowerment:** Boost self-esteem, self-compassion, and a positive outlook that empowers success in any situation.

## Why Sandy?

Every event with Sandy is an engaging, high-energy experience. She leaves audiences inspired, equipped, and ready to create real change. Her talks and workshops are a smart investment for organizations striving to unlock potential, improve team dynamics, and achieve lasting success.



## Sandy's Most Popular Topics

# FROM CHAOS TO CLARITY



**Power of Magnetic Communication: Cut through the noise, eliminate miscommunication, and build trust that drives real results.**

Miscommunication is the silent killer of productivity, collaboration, and leadership effectiveness. It creates frustration, wasted time, and costly mistakes—and it's happening more than you think. 86% of employees and executives cite poor communication as the #1 reason teams fail. The good news? It doesn't have to be this way.

In this **high-energy, dynamic presentation**, Human Connection Catalyst Sandy Gerber takes audiences on an engaging, eye-opening journey through the biggest communication mistakes we all make—and how to fix them immediately.

Packed with **humour, relatable stories, and actionable strategies**, this session will help attendees transform the way they communicate, connect, and lead—in both business and life.

### What You'll Take Away:

- **The #1 communication mistake**—and how to correct it instantly to avoid frustration and wasted effort
- **Magnetic Communication techniques** that make your message land the first time
- **Connection Cues**: How to use body language and non-verbal signals to build trust and credibility
- **Easy Listening Tools** that help you truly hear and understand others—reducing conflict and improving collaboration
- **Proven leadership strategies** to increase engagement, strengthen team alignment, and drive action

💡 This isn't just another talk—**it's an experience that will shift the way you communicate forever**. Through interactive exercises, fun audience moments, and real-world insights, Sandy delivers an unforgettable session that will leave attendees excited, empowered, and equipped with tools they can apply immediately.



*"Sandy is a powerhouse when it comes to invigorating your team's connection, sales and customer service dialogue. Sandy created and delivered effective communication skills training to our entire team. Her training instilled newfound company energy and ignited team dynamics."*

*– M. Borsoi, Director,  
Operations,  
St. John Ambulance*

\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.



# MAGNETIC TEAMS



## Building Trust, Connection, and Unstoppable Momentum.

*Turn disengaged employees into high-performing, motivated teams with the power of Magnetic Communication.*

Low morale, misalignment, and disengagement are quietly costing businesses **\$8.8 trillion** every year. Employees who feel unheard and disconnected aren't just unproductive—they're halfway out the door. But here's the thing: teams don't become magnetic by accident—leaders make it happen.

In this **high-energy, dynamic presentation**, Human Connection Catalyst Sandy Gerber reveals how to transform workplace relationships through the power of **Emotional Magnetism**. By understanding what truly drives engagement and motivation, leaders can stop the frustration cycle and create **high-performing teams** that thrive on **trust, collaboration, and purpose**.

### What You'll Take Away:

- The **hidden emotional motivators** that determine whether someone is engaged or checked out—and how to use them to **spark action**.
- How to apply the **Human Connection Advantage™**—four key areas that create alignment and productivity in teams.
- **Magnetic Communication techniques** that build trust, strengthen collaboration, and make every interaction count.
- **How to turn workplace tension** into fuel for **innovation** and **problem-solving**.
- **Practical strategies** to lead with **emotional intelligence** and create an energized, motivated team culture.

💡 This isn't just another leadership talk—**it's a game-changing experience**. Through humor, interactive audience moments, and real-world insights, Sandy leaves attendees inspired, empowered, and ready to build a team culture that people don't just work in—they thrive in.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*

*"As the featured speaker, Sandy was energetic, fun, engaging and inspiring. We contracted Sandy to help strengthen our Account Manager's sales acumen during our Retreat. Her presentation was filled with practical tips and lacked much of the unsubstantiated hype and catch phrases that too often accompanies training."*

*—C. Letawsky, Director,  
Rogers Media*

# MAGNETIC LEADERSHIP



## How to Inspire, Influence, and Elevate Your Team's Potential.

*Lead with confidence, communicate with impact, and create a team that thrives.*

Poor leadership costs businesses up to **\$550 billion annually**, and **79%** of employees leave because they **don't feel valued**. The difference between leaders who struggle and those who inspire? The ability to communicate in a way that **connects, engages, and motivates**.

In this **high-energy, results-driven keynote**, Human Connection Catalyst Sandy Gerber reveals how to lead with influence, build trust effortlessly, and create a culture where people feel valued and driven to perform.

### What You'll Take Away:

- The **biggest communication mistakes** leaders make—and how to fix them immediately.
- How to use **Emotional Magnetism™** to craft messages that inspire action and buy-in.
- **Magnetic Communication techniques** to increase credibility, trust, and influence.
- **Connection Cues** that establish leadership presence and command respect.
- The **Human Connection Advantage™**: Four key areas that fuel engagement and retention.

💡 This isn't just leadership theory—it's a **transformational shift** in how you connect and inspire. Through engaging stories, interactive moments, and actionable insights, Sandy will leave attendees equipped and excited to lead in a way that gets real results.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



*"Sandy 'saved' my conference. I had a late cancellation and in 24 hours Sandy prepared and delivered a keynote which received great feedback from the audience. Sandy is a true professional; bright, results driven and positive even under extreme stress. I highly recommend Sandy."*  
- L. Svanberg, Director,  
Canadian Internet Marketing  
Conference





*"Sandy's communication edge training reshaped our entire engagement approach, from customer communication principles to tailored strategies that meet our clients' diverse needs. It's a game-changer."*  
– D. Sabatino,  
Doosan Heavy

# THE EDGE OF COMMUNICATION



## Unlock Engagement, Productivity & Business Growth

Master the skills that drive **stronger teams, better collaboration, and a powerful competitive advantage.**

Poor communication is one of the biggest threats to engagement, retention, and business success. Teams that struggle to connect, align, and collaborate waste countless hours, miss opportunities, and ultimately lose top talent. The good news? **Great communicators aren't born—they're built.**

As an award-winning speaker, communication strategist, and bestselling author, **Human Connection Catalyst** Sandy Gerber has helped some of North America's top brands transform how their teams communicate, collaborate, and drive results.

In this **high-energy, transformative session**, she reveals the five key areas of **Emotional Intelligence (EQ)** that set high-performing leaders and teams apart, along with her proven **Magnetic Communication** techniques that ensure every message lands with impact.

### What You'll Take Away:

- The **five pillars of Emotional Intelligence (EQ)** that fuel trust, alignment, and engagement.
- How to **identify and speak to Emotional Magnets™** to drive stronger relationships and decision-making.
- **Magnetic Communication techniques** that eliminate misunderstandings and increase team productivity.
- The **key to breaking through communication barriers** to spark innovation and problem-solving.
- The **Felix Rohatyn Principle**: Why 50% of deals are won through emotion—not just logic—and how to leverage this for business success.

💡 This isn't just about communication—it's about **creating a high-performing, competitive workplace**. Through engaging storytelling, interactive exercises, and instantly applicable strategies, Sandy equips attendees with the skills to communicate with confidence, clarity, and impact—leading to **stronger teamwork, greater productivity, and game-changing innovation.**



# EMOTIONAL MAGNETISM



## The Art of Emotional Magnetism in Marketing and Sales

Master the **secret to crafting messages** that **captivate, connect, and convert**.

Most marketing and sales strategies focus on logic, features, and facts—but that's not what drives people to buy. **Emotions drive decisions**. In fact, studies show that people make purchasing choices based on emotion first, then justify with logic later. Yet most brands and sales professionals fail to speak directly to what their audience truly needs to hear to say “yes.”

As an award-winning speaker, bestselling author, and communication strategist, Sandy Gerber used her proven **Emotional Magnetism™** framework to grow her business from a small bedroom operation into one of British Columbia's **Top 100 Fastest Growing Companies**. Now, she's helping businesses **unlock the emotional triggers that drive action**.

Attendees will discover how to **instantly identify what drives decision-making** and how to use it to **create** marketing and sales **messaging** that **resonates, engages, and converts**.

### What You'll Take Away:

- **How to craft marketing and sales messages** that speak directly to what your audience needs to hear.
- The **secret to decoding emotional motivators** to increase sales, engagement, and loyalty.
- How to **instantly recognize what influences** your customers' and clients' buying decisions.
- The **biggest messaging mistake** businesses make & how to fix it.
- **Magnetic Communication techniques** that make your brand, product, or service irresistible.

💡 This isn't just about selling—it's about **creating deeper, lasting connections** with your audience. Through engaging storytelling, interactive exercises, and real-world examples, Sandy delivers an unforgettable session that will **revolutionize how businesses communicate, market, and influence**.



*“Despite my success in sales, Sandy's training introduced me to revolutionary communication tools that significantly enhanced how I engage and convert my prospects.”*

*– Ryan Ogilvie,  
Bobcat Equipment*



*"Sandy Gerber is such a dynamic and engaging speaker. We were thrilled we could have her on our stage for our annual Women of Worth event. Her keynote delivered practical insight, humorous storytelling and left the audience wanting more. Sandy's passion, expertise and energy are infectious, and I wouldn't hesitate to have her back for future events."*  
– C. Awram, CEO,  
Women of Worth

# OWN THE ROOM



## Elevating Women Leaders with Confidence & Influence

*Break barriers, amplify your voice, and lead with impact in any room.*

**Women still hold less than 31% of senior leadership roles worldwide**—not because of a lack of talent, but because of systemic barriers, self-doubt, and communication challenges that make it harder to be heard, valued, and promoted.

The **ability to communicate** with **confidence** and **influence** isn't just a skill—it's a **superpower**.

As a trailblazing entrepreneur and executive who built a **Top 100 Fastest Growing Company** in British Columbia as a **single mother**, Sandy Gerber knows firsthand what it takes to succeed in male-dominated industries.

In this **high-energy, empowering keynote**, she shares the game-changing **communication strategies** that help women step into leadership with **authority, clarity, and impact**.

### What You'll Take Away:

- How to use **Emotional Magnetism™** to communicate in a way that commands attention and respect.
- **Proven techniques** to **build confidence, reframe self-doubt**, and own your **leadership presence**.
- **Connection Cues™**: Non-verbal communication strategies that make you instantly more influential.
- **Magnetic Communication techniques** to navigate difficult conversations, negotiate effectively, and build strong professional relationships.
- The **mindset shift** that separates women who lead from those who struggle to be heard.

💡 This isn't just about leadership—it's about **stepping into your full potential**. Through engaging storytelling, interactive moments, and powerful strategies, Sandy equips women leaders with the tools to **break through barriers, amplify their voices**, and **lead with confidence** in any industry.

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# WHAT SANDY NEEDS TO BE AT HER BEST FOR YOUR EVENT

## AUDIO + VISUAL SUPPORT

Sandy prefers to use a hands-free microphone, such as a journeyman (over-the-ear) or lapel microphone, to ensure her delivery is as engaging and dynamic as possible. For visuals, it's essential that she has access to her presentation on a personal device or confidence monitor to maintain a smooth flow. Reliable audio access is also necessary.

## TIME TO CONNECT

After her presentation, Sandy appreciates a scheduled 20-minute break to engage more personally with participants. Providing a table at the back of the room creates the perfect space for her to connect, answer questions, and sign books for attendees. This one-on-one interaction adds memorable value to her sessions.

## SPEAKER FEES

Sandy's fees for live speaking engagements range from \$3,500 to \$9,500, based on the event's scope and level of customization required. For virtual presentations, her fees range from \$1,500 to \$5,000. Sandy also selects a handful of events each year where she donates her fee if the opportunity aligns with her core values, creating an even greater impact.

## TRAVEL + ACCOMMODATIONS

For in-person events, the event organizer is responsible for covering travel expenses, including flights, transportation, and hotel accommodations. These arrangements should cover the night prior to the event and, if needed, the evening of the event based on flight schedules.

## USE OF CONTENT

Any photos, videos, or recordings of Sandy at your event must receive her approval before being distributed. This ensures all content aligns with her professional standards and brand integrity.

## BOOKING SANDY

To bring Sandy's energy and expertise to your next event, reach out to her team to discuss putting your date on hold.

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- Sandy Gerber



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