

**SPEAKING &
TRAINING
SERVICES**



SANDY GERBER

**Emotional Intelligence
Speaker | Communication
Trainer | TEDx Speaker |
Award-Winning Author |
Entrepreneur | Podcast Host**

*2026 #16 Top 30 GLOBAL GURUS in Communication
2025 Women of Influence Creative Innovator*

Sandy helps leaders communicate with clarity, judgment, and emotional intelligence to build trust, influence others, and lead effective conversations at work and beyond. Through engaging, experience based keynotes, leadership training, and practical tools, she strengthens confidence, connection, and communication effectiveness to support professionalism and collaboration across diverse communities.

Let's Connect

-  604.897.5672
-  info@sandygerber.com
-  Vancouver, BC

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

**P. Manianis,
TELUS**



SPEAKERS BUREAU OF CANADA
Activate Your Audience



CONNECTED CONVERSATIONS

WHY LEADERS CHOOSE SANDY

Sandy's keynotes and training sessions are energizing, interactive, and unforgettable. Blending humour, storytelling, and her unique experiential learning, she addresses the real dynamics leaders face and equips them with practical emotionally intelligent communication tools, making the session both impactful in the room and valuable after the event.

Sandy offers a range of in-person speaking and training workshops designed to fit your team's needs. Each session is built on Sandy's Connected Conversations™ Framework, giving people a clear, practical way to handle tough conversations, connect quickly, express themselves clearly and confidently to build trust that lasts with tools that work.



KEYNOTE SPEAKING

Sandy's keynotes are high-energy, story-driven, and packed with practical takeaways. She's trusted by top organizations for her ability to simplify complex ideas into tools anyone can use. Her mission is to help people to have connected conversations in life.



WORKSHOP TRAINING

Each session is fast-paced, interactive, with at least four practical tools your team can use right away. Short segments, engaging stories, and real-world practice keep everyone energized, learning, and excited to apply the skills.

ABOUT SANDY

Certified Emotional Intelligence & Communication Trainer | Best Selling Author | Podcast Host

Sandy Gerber is a Human Connection Catalyst leveraging communication, leadership, and emotional intelligence to ignite growth, enhance productivity, and drive employee engagement. She's known for her funny, relatable, and results-driven keynotes and training that help leaders and teams communicate better, lead with confidence, and connect faster.

With over 25 years of experience in leadership, marketing, and emotional intelligence, Sandy has trained thousands of professionals and worked with iconic brands including A&W, Molson Canada, TELUS, Raymond James, and St. John Ambulance.

A former executive in male-dominated industries (finance, tech, and construction), Sandy founded and grew NEXT Marketing into one of BC's Top 100 Fastest Growing Companies - all while raising two children on her own. Her personal story of reinvention fuels her mission to simplify communication and help people express themselves with more clarity, empathy, and impact. Her popular tools - like Emotional Magnetism™, The EQ Switch™, and Connected Conversations™ - are easy to apply and designed to stick.

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 trainer, conference and corporate event speaker and has personally trained 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.



"Sandy is an absolute pro. She was an all-time favourite in our organization that has held events for over 30 years. Sandy connects instantly, makes you laugh, and gives you communication tools you can use the moment you walk out the door. Attendees loved her and left feeling equipped and inspired."

~ Tracy Theemes, Raymond James & Board Member, Association of Women in Finance





SANDY'S IMPACT & OUTCOMES

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 emotionally intelligent communication tools they need to achieve clarity, connection, and measurable results. Her unique **Connected Conversations Advantage** framework ensures every engagement is impactful, results-driven, and designed for a lasting difference.

Who Can Benefit Most?

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

Proven Results Working With Sandy

- **Clarity & Professionalism:** Empower teams with clear written and spoken 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.

"Thank you, Sandy, for your incredible session. Your message was powerful. Your ability to educate and motivate through storytelling and authenticity is something I will never forget. Thank you for sharing your wisdom and heart with us."

– L. Bigioni, Chief of Staff, Region of York

"Sandy is expert level. I've been coached and taught by a great speaker, and this was flawless. Well done!"

– M. Williams, President, The Self Publishing Agency

MEASURED IMPACT & CLIENT EXPERIENCE

"We received an exceptionally positive response on Sandy's session with our senior leadership team - It was one of the more impactful speaking experiences we have hosted. Sandy provided practical tools that are already being used by our leaders, thanks to her clear and approachable style. Her insightful storytelling, combined with her relatable and authentic delivery, made the experience memorable and meaningful for our leaders. She did an excellent job engaging over 150 participants throughout the entire session, which is no small feat. Sandy's ability to spark reflection and inspire action really stood out, and we would highly recommend her."

~ Jessica C., York Regional Police

"Sandy's talk at our national conference was excellent. She was engaging, elevated the energy in the room, and had the audience interacting with useful and unique content."

~ Perminder C., Insure Life Financial Group

"Sandy was professional, engaging, and brought the perfect balance of humour and practical insight to our event. The feedback from attendees has been outstanding. We highly recommend Sandy as a speaker who delivers both impact and connection."

~ Tina S., Executive Director, Canadian Association of Fire Chiefs

"Sandy's training was outstanding! Seconds into Sandy's talk, the audience loved her, and positive feedback is still pouring in. Her Connected Conversations talk was informative, funny, and super relatable."

~ Suzanne H., Co-Founder, Empower Women Canada

"Sandy delivered an outstanding keynote for our organization. Her ability to combine expertise, humour, and practical strategies kept our attendees fully engaged and inspired. Everyone left with actionable communication tools they could immediately apply."

~ Liz C., Director, Pathways Serious Mental Illness Society

"Gerber's created powerful communication tools that are simple to understand and more importantly, effective at boosting self-awareness and empathy in our relationships."

~ Alyson Jones, MA, RCC, Therapist & Clinical Counsellor



"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

*"Practical, real, engaging
and funny!*

*~CEO, Sherwin
Communication*

*"Sandy was so inspiring, yet
her points were made so
effortlessly with great
takeaways to input in real life."*

~Owner, Aston Photography

WHY EVENT ORGANIZERS & CORPORATE CLIENTS LOVE WORKING WITH SANDY

Tailored Customized Training for Every Audience

- Whether live or virtual, Sandy works with operational leaders and event planners to craft each training session to resonate deeply with your audience. She integrates real-world examples for attendees to bring her emotionally intelligent communication tools to life.

Anything but Ordinary

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

Humour + Impact = A Lasting Impression

- Her relatable humour, memorable insights, and actionable takeaways - Sandy ensures every attendee leaves inspired and ready to act.

Training Return on Investment & Results

- Attendees will be fully engaged and left wanting more. They will walk away with practical, easy-to-use emotionally intelligent communication strategies they can immediately apply in their day-to-day interactions with team members, colleagues, and even their loved ones.
- These strategies are memorable and easily trainable to others, fostering ongoing learning and reinforcing a culture of effective communication and connection.

EXPERIENCE SANDY SPEAKING

Want a feel for Sandy's humour, presence, and ability to energize a room? Scan the QR code to watch her speaker reel and experience her delivery, storytelling, and the connection she creates with audiences.

Sandy's TEDx talk:

https://www.ted.com/talks/sandy_gerber_the_secret_to_successful_romantic_relationships



SCAN ME



Sandy's Most Popular Emotional Intelligence & Communication Tools

Sandy's thrilled to partner with your team to design a fast-paced, story-rich session that will leave your leaders and team members feeling more connected, confident, and emotionally intelligent in every conversation.

Grounded in the Connected Conversations Advantage™ framework, this training experience blends humour, neuroscience-backed insight, and real-world communication strategies to help your team communicate with more clarity, empathy, and influence. Together, we'll select 4–5 of the following focus areas to tailor your session to your event goals.

Choose your Focus Area (Select 4–5):

1. The EQ Switch™ – How to Stay Calm and Lead with Clarity (Most Popular)

Learn a simple 3-step technique to pause emotional reactivity and regain control in tense moments. This segment reveals the science of emotional hijacks and how to respond instead of react.

Result: Better composure, clearer thinking, and emotionally intelligent responses under pressure.

2. Connection Cues™ – What Your Body Says Before You Do (Most Popular)

Discover the non-verbal signals that instantly build or block trust. Through quick demos, your team learns how to show warmth, confidence, and connection, without saying a word.

Result: More authentic connection, stronger first impressions, and greater influence in every interaction.

3. Honest Sandwich™ – Turning Tough Talks into Trust-Building Moments

A simple 3-step model for communicating emotions clearly and respectfully. Sandy shares relatable stories that show how honesty, delivered well, builds trust instead of tension.

Result: Productive, emotionally intelligent conversations that resolve tension and build respect.

4. EARS™ Listening Framework – How to Make People Feel Heard (Most Popular)

Discover the one step most people skip to becoming a better listener and defusing heated discussions easily. This segment reveals how to listen so others feel seen, valued, and understood.

Result: Reduced conflict, stronger collaboration, and more motivated teams.



“Great energy! Actual actionable information you can use.” – Heather W., Chief Officer, Burnaby Fire Dept.

“New and actionable. Not airy fairy.” – Erin W., Emergency Management, Sunshine Coast District.

“It’s funny how you hit on a lot of things I do without noticing until you pointed it out.” – Craig M., Deputy Chief, CBRM Fire Service.

“Sandy delivered an engaging speaking session that hit the mark. The feedback from our team was unanimous – Sandy’s talk was relatable, memorable, and packed with valuable takeaways they could use right away at work and in life.”

– Katherine K., Qualico Homes



Sandy's Most Popular Emotional Intelligence & Communication Tools

5. Emotional Magnets™ – Know What Motivates (Most Popular)

Based on Sandy's award-winning book *Emotional Magnetism*, this tool reveals the four emotional motivators driving every decision. Once you spot them, you can tailor communication to truly connect.

Result: Improved empathy, engagement, and influence in conversations with colleagues and clients.

6. Communication Blockers – Hidden Habits That Derail Connection

Explore the top 3 ways people block connection, and don't even realize it. Referenced in Sandy's 16 Communication Blockers from her best-selling book, this segment helps participants see themselves in surprising ways that spark change.

Result: Greater awareness and more productive communication.

7. CLEAR Communication™ – Elevate How You Write and Respond

Reveals how to elevate your written communication (email, text, or chat) so your words are clear, confident, and emotionally intelligent. You'll learn simple, practical ways to make every message land with impact and professionalism.

Result: Faster replies, stronger credibility, and clear, confident communication that gets results.

8. EQ Snapshot – Measure & Strengthen Your Emotional Intelligence

A quick self-reflection activity to identify personal EQ strengths across five core areas: Self-Perception, Self-Expression, Decision Making, Interpersonal, and Stress Management.

Result: Increased self-awareness and actionable insights for leadership growth.

9. Honest Questions™ – Shortcut to Trust and Clarity (Most Popular)

Learn how to replace assumptions with curiosity using emotionally intelligent questions that build rapport fast.

Result: Better collaboration, faster problem-solving, and stronger relationships.

10. Public Speaking Delivery Mastery – Presence and Impact

Delivery skills to elevate a presentation from informative to engaging. Leaders learn how to use tone, pacing, operative words, beat placement, blocking, and non-verbal gestures for authority.

Result: Leaders speak with greater confidence, and credibility, using voice and body language to engage audiences.



"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*

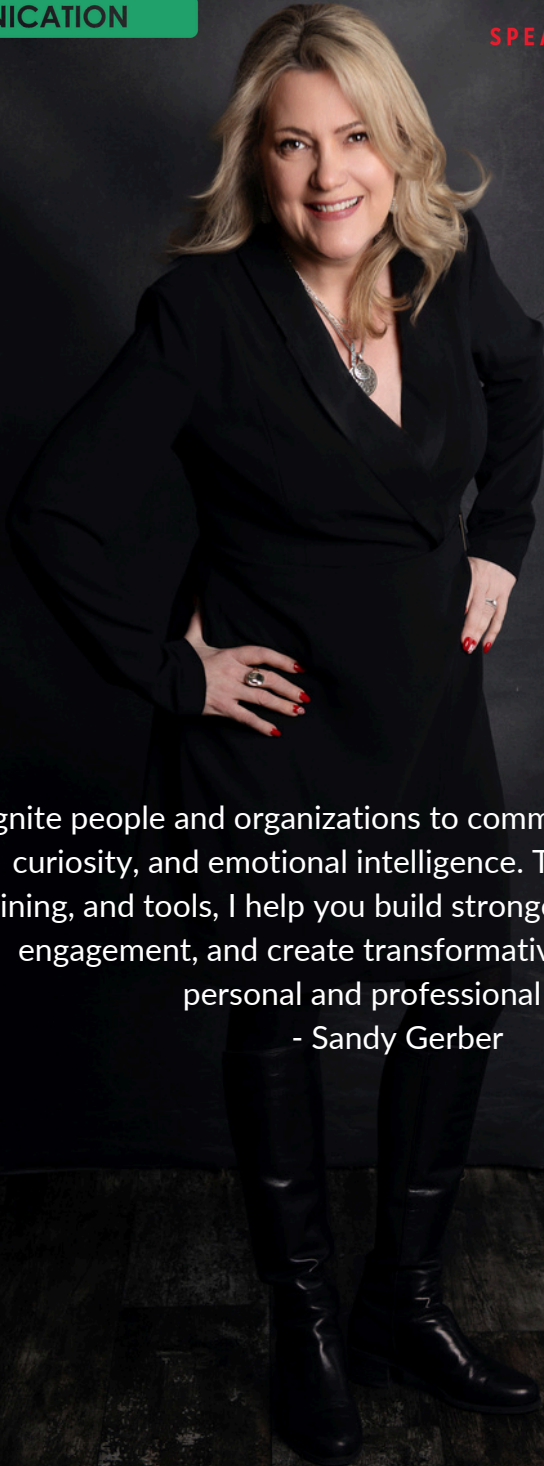
"We selected Sandy to present to our hundreds of members as her expertise and passion for communication is remarkable. Sandy's presentation was informative, energetic, and filled with tips and learning the members could use immediately."

*- M. Bartolotti, International
Association of Women*

**GLOBAL TOP
GURUS 30** 2026
COMMUNICATION



SPEAKERS BUREAU OF CANADA
Activate Your Audience



“

I ignite people and organizations to communicate with clarity, curiosity, and emotional intelligence. Through my talks, training, and tools, I help you build stronger connections, drive engagement, and create transformative results in your personal and professional life.”

- Sandy Gerber



Let's Connect



604.897.5672



info@sandygerber.com



Vancouver, BC