



Kelly Swanson Bio

www.StoryImpactAcademy.com

www.MotivationalSpeakerKellySwanson.com

- Do your people need a boost of motivation and encouragement?
- Do they need help adapting to stress and change?
- Do they need to raise their level of influence to have more impact?
- Do your people have an important message, but are struggling to be heard?
- Do you wish you could find a speaker who isn't just more of the same - who has an unconventional approach - where every program feels written just for you?
- Where your people laugh themselves silly in the process?
- Could your conferences use a lot more energy and authenticity?
- And somebody who sends them away with lots of resources to continue the experience, like ongoing support, co-branding, digital resources, and a follow up virtual chat with your people? Want an experience they will always remember, with a message they'll never forget? Then your people need Kelly Swanson!

Who is Kelly? What's her *street cred*?

So she's like a cross between Mark Twain, Dolly Parton, and Carol Burnett. But there's really nobody else like her.

Kelly Swanson is an award-winning storyteller, comedian, motivational speaker, *Huffington Post* Contributor, and cast member of *The Fashion Hero* television show airing on Amazon Prime. She was a featured entertainer for Holland America Cruise Lines. And she just launched her first one-woman theater show [Who Hijacked My Fairy Tale?](#) currently being booked in cities all over the United States.

She is author of *Who Hijacked My Fairy Tale*, *The Affirmation Journal for Positive Thinking*, *The Land of If Only*, *The Story Formula*, *The Gutsy Girls Pocket Guide to Public Speaking*, and coming soon: *Persuasion Principle™ Talk Less. Sell More.* (online course and book).

She was a two-time keynote speaker for the International Toastmasters Convention, and has keynoted major conferences and corporate events from coast to coast.

In addition to all these things, she is an internationally sought after expert on strategic storytelling and creator of [Story Impact Academy](#) based on her *Persuasion Principle™*



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teaching method.

What's her message? Topic? Content?

She is a [storytelling master](#). Seriously, there are some who claim she is the best storyteller in the country. Some audiences just want to sit and listen to her stories. But there are also just as many people who say that nobody TEACHES it like she does. Some want her to teach the method behind the magic. And others want a little of both.

Kelly speaks about the Power of Story: The Inner Story and the Outer Story

As a funny [motivational speaker](#), Kelly teaches you how to master your mindset by learning the power of your internal script (Inner Story) - and how you can change your story to change your life.

As a [strategic storytelling expert](#), Kelly teaches people how to persuade and influence by connecting and engaging through the power of strategic storytelling. Sharing her own powerful journey through story and the formula she discovered, you come to that magical place where the [art of story meets the business](#) of persuasion.

All of Kelly's shows are custom written to fit your group, your theme, your industry, and your objectives. Call us today and let's start planning something amazing.

Kelly's programs are custom written to fit your group, theme, industry, and how story applies to your objectives. Check out her [Story Driven Programs](#) to see the one that best fits you, and then our team will help you design it so it fits like a glove.

What do others say?

I wanted to reach out to you to thank you for being our Keynote Speaker for Day 1 of the CASBO Annual Conference. I appreciate your message and how well you incorporated your story to our members in their various roles in School Business/Operations and our theme of Mentor, Vision and Purpose. You were extremely engaging and did a great job for your live presentation without having an audience present. Thank you again!

Jamie Dial



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CASBO President 2021

Kelly Swanson was a huge hit as the keynote speaker in our 2019 conference line-up – over 30 in all. Kelly has the perfect blend of talent, energy, insight and humor to inspire audiences. Her message of the power of storytelling is desperately needed in our field (government IT officials). I appreciated that Kelly adapted her presentation to include extra audience interaction, which required a great deal of improvisation to engage our attendees and deepen understanding. She excelled! Kelly is a complete professional in every way. My team loves working with her and she is now a lifelong friend. I highly recommend Kelly without hesitation for any type of event in which you want your audience to be motivated, educated, enlightened and entertained.

Jack Mortimer

Senior Vice President – Events

e.Republic

Our Senior VP Events and I met Kelly in 2018 at the annual conference of the National Speakers Association, where we went to find the best of the best.

Kelly ran a workshop for her fellow professional speakers to help them improve their own presentations, and we were amazed. Not only was she a master storyteller herself, but she had a genius for helping others to do the same. We said to each other: “Wow, if she can do this for professional speakers, imagine what she can do for us in IT!” So, we booked her for all our events throughout 2019.

I am writing this testimonial in December 2019, and Kelly has been an absolute pleasure to work with this entire year. She was the keynote for ten of the events I personally ran for our company, but she actually spoke at 36 of our events. She is professional, funny, easy to work with and dependable. What more can you ask for?

It was very impressive to see Kelly build a keynote to fit our niche audience of executive government IT folks. She did a wonderful job educating our attendees on the importance of storytelling in life and business, while making it real to them on how they can apply this skill in their fields.

My favorite part of her session was when she would go into the audience and interview random people to find out what they do, who they help, problems they run into, etc. to pull their story out of them while giving tips on the spot to help tell that story in an impactful way to garner more interested and stakeholder support.



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Kelly can motivate anyone while keeping it light and humorous. I definitely recommend her to any business or organization! She has become a good friend and we will definitely be staying in touch.

Reilly Mortimer

National Conference Director

Government Technology magazine

“Working with Kelly was an absolute pleasure this last year! As the Event Manager of 15+ events that Kelly spoke at in 2019, I always looked forward to seeing her smiling face. Not only was she incredibly kind and easy to work with from a logistics standpoint, our audience truly related and enjoyed her keynote presentation!”

Margaret Lecey

Event Manager

Hi Kelly,

I want you to know that the time I was able to be with you was life changing! I have been in some sort of acting activity most my life. Speech and Drama in High School where my best friend. Later on I would find myself working for Disney World and Sea World in Orlando FL. I would then go on to doing guest appearances on The Travel Channel, A&E, Life and so on. With all this training and TV time, I never linked it to my everyday work as a professional Wedding DJ until I met you!

Yesterday I returned to a wedding show after staying away for two years because the clients seemed to be getting on the real low side of budgets and the leads where 8-10 at most with me booking maybe one or two. However this time, after taking your program, something told me I needed to return.

Yesterday was amazing! **Through storytelling I was able to land 27 Brides that want to have a consultation. Largest number ever!** I made several cry tears of joy and gave several others goosebumps. And all I did was tell the story we worked on in your session.

You have unlocked something in me that I use to be so passionate about. Something I



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was really good at and I can't thank you enough! You are an amazing person and storyteller. We all were so fortunate in having you at the Huddle. I can't wait to read the book you gave us. I hope you have a blessed week.

Kindest Regards,

Chris Dedman, DJ/Owner

I just finished reading the second set of evaluations (week two) and just like week one, the attendees found you to be amazing and simply the highlight of the convention. Time and time again the forms listed you or things you said as the most important take away they had from the convention. As a speaker, one does well if they can get people to remember a few things they say. But, if one can change a life through a message, there is no higher praise than that. Thanks for being part of our program. Best wishes in all your future activities. You have a gift!

Jeff Harrold

Chairman & CEO, Auto-Owners Insurance

Huge thanks for your stupendous presentation at APA's 34th Annual Congress! I had already heard you were an amazing humorist, and you exceeded my expectations. "Who Hijacked My Fairy Tale" was masterfully crafted and outrageously entertaining. In the midst of the laughter, there was a subtle yet poignant grace through your vivid characters. You are an artful storyteller! APA's members were mesmerized as you took over 2000 people on a journey, which was more relevant to our theme than I could have imagined. We look forward to having you back in the near future!

Dan Maddux

Executive Director, American Payroll Association

Thank you Kelly for a very inspirational, funny, and practical talk. You have kick started something in our organization that will make a profound difference in our culture.

Tri Tang

Carolinas Healthcare

Kelly delivers.



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Watch the videos.

Read the reviews.

Check out her [social media](#) fan club.

Bring in a speaker with a proven track record of happy clients.

You'll be glad you did.

Your conference is too important to bring in someone who can't deliver.

Read Kelly's latest article on [How Leaders need to be good Storytellers](#)

Or Check out her viral video [Chub Rub Girl](#) on GoalCast.