

# **Experience Allison Massari**

**Keynote Speaker, Executive Coach, Burn Survivor, Artist**



**Named on the “Best Keynote Speakers” List – M&C Magazine**

# Keynote Presentations



## **Content Covered in Allison Massari's Keynote:**

- Master Adversity
- Triumph Through Change
- Advance a Success Mindset
- Achieve Peak Success Through Tough Times
- Establish a Foundation for Wellness and Well-Being
- Reclaim Your Passion for Your Life's Work
- Deepen Self-Awareness
- Activate Simple Concepts to Strengthen Resilience
- Grow Impeccable and Inspired Personal and Professional Development
- Amplify Courage and Unconditional Confidence
- Inspire Compassionate Leadership
- Support and Encourage Employees
- Ignite the Power of the Human Spirit

**“In a word, astounding! One of the most memorable and impactful keynotes in CIO Forum history.”**

Keith Fraidenburg  
**Vice President, Education & Communications**  
CHIME/HIMMS Conference

## Master Adversity, Triumph Through Change, Live with Heart

**Allison Massari sets an unforgettable tone.**



**"Success takes courage.** We excel, both personally and professionally, when we feel an internal fire, when we feel valued in what we do, and when we understand with great clarity the mechanisms inside of ourselves that allow us to successfully manage adversity. These qualities create transformation, vitality, and pinnacle achievements. I share what we all need to be able to handle the unexpected, to navigate challenges, to innovate, and to harness the tools to live with passion, focus, and genuine well-being. My goal is to always support people in attaining their highest potential, while uplifting their hearts and fortifying the human spirit." —Allison Massari

**The Perfect Opening Keynote for Your Conference**

## Allison Massari Biography

**Voted one of the Top Ten best motivational speakers in North America** by Meetings and Conventions Magazine, Allison Massari's quintessential story of courage and perseverance resonates with participants long after an event has finished. Hailed as "life-changing" "riveting" "extraordinary" "bold" and "deeply moving", Allison instills the essential tools to quickly access grace and resilience in the face of challenges. Through her unified work as an international keynote speaker, executive coach, and acclaimed visual artist, Allison provides an exceptional blend of business acuity, creative perspective, and genuine care - profoundly affecting audiences worldwide.

Allison Massari has been recognized with esteemed speaking engagements, including a main platform keynote at the 2013 Million Dollar Round Table conference (audience of 8,600 from 75 countries), and a TedX event in Spain. She has been featured on ABC, NBC, and FOX networks and stars in the award-winning international documentary, *Resolve (2015)*. In this film, hosted by the Head of Special Forces for the US Military in Afghanistan, she teaches solutions to overcome adversity and PTSD. Her diverse client list includes: GE Healthcare IT, LPL Financial, Kaiser Permanente, PEI, Eli Lilly and Co., HIMSS/CHIME, Teva Pharmaceutical Industries Ltd., Allscripts, and Siemens Healthcare.

Allison found remarkable success, happiness, and an undeniable "fire" within after overcoming two horrific car accidents that nearly took her life. In one, she was hit at 60 mph, burned alive, conscious the entire time, and sustained severe burns on over 50% of her body. She collectively spent hundreds of days in hospitals, doctors' offices, and physical therapy centers, and learned to navigate her way to true healing, eventually creating an extraordinary life beyond anything she had dreamed possible. Amazingly, Allison views her experiences as a tremendous gift, one that gave her the tools and understanding to share with others. Her breathtaking keynote blends powerful life lessons with compelling, insightful, and awe-inspiring, stories, and offers actionable takeaways for people to immediately transform and manage their lives. "The truth is, the same internal fire and 'command of self' that I needed to heal my life is exactly what has given me success professionally."

Allison's vision and clarity, her honest and encouraging communication, and her gift in actuating the steps towards her clients' success, make her an invaluable asset to any organization. She adapts her message to address the individual issues affecting each market and has worked with diverse industries including Finance, Insurance, Sales, IT, Energy, Agriculture, Healthcare, and Non-profits. In Healthcare, Allison has quickly become a leading educator, helping to alleviate burnout, offering support for compassion fatigue, and providing a preeminent program on patient-centered care for Continuing Medical Education (CME) and Continuing Education Units (CEU). As Allison states, "Compassion heals the places that medicine cannot touch."

A diversified entrepreneur, Ms. Massari has built four enterprising businesses in the past 25 years. In addition to her success as a professional speaker and executive coach, her thriving fine arts business and jewelry line, Massari Fine Arts, LLC, has received commissions from prominent Fortune 500 companies including General Mills, Lockheed Martin, and US Airways. Her sublime and dynamic visual art serves as a stunning backdrop to her inspiring keynotes.

Allison believes deeply in the power of community and compassion. On the advent of her own recovery she began helping children and teens with severe burn injuries. In 1998, Allison founded a revolutionary outdoor sports program, named after the man who risked his own life to save her, when he pulled her from her burning car. The Roger Pepper Adventure Camps powerfully build confidence, hope, and healing in young participants. These innovative programs continue to transform lives to this day at the Adaptive Sports Center in Crested Butte, Colorado.

Allison Massari's keynote programs are jaw-dropping, informative, and heartfelt. She captivates audiences with unforgettable stories about the power of kindness and incredible perseverance. Clients refer to her speech as the "Survival Guide to Being Human". With compassion and sensitivity born from her experiences, Allison shares how to transform any challenge into an opportunity, teaching secrets to create against-all-odds successful outcomes and new beginnings.

*"When a struggle enters your life, be vigilant in every breathing moment to seek and find the good that is going to come from it. Search with ferocity. Have an unbending belief. The day will come when your heart can smile and rest. If nothing else, your pain can sculpt your spirit and bring you the greatest of gifts... a humbleness, a generosity of spirit, and a quiet strength."*

Allison Massari

**"I watched as the entire room rose to their feet in a standing ovation. Her work is phenomenal, and life altering."**

Jessica Chapman  
Neuroscience Sales  
Global Pharmaceutical Company Ranked 119 on Fortune 500





## **Allison Massari Offers Unparalleled Benefits:**

1. **Inspiration:** Discover how good can prevail in the most difficult situations. Allison has the ability to powerfully capture an audience with her unique story.
2. **Mastery:** Allison's program offers tools to successfully manage debilitating emotions that inhibit creativity, motivation, and productivity.
3. **Meaning:** By underscoring the essential qualities of determination and compassion, participants feel more engaged and passionate about their work, resulting in a healthier, more gratifying work environment.
4. **Happiness:** Build a foundation for personal and professional well-being with real solutions to navigate adversity and the everyday challenges of being human.
5. **Productivity:** Equipped with tools to handle stress and manage trials more effectively, employee loyalty, ownership, and efficiency can reach new heights of achievement.
6. **Confidence:** Participants learn to respond to difficult circumstances, innovate, and constructively engage with co-workers and the world around.
7. **Ingenuity:** Audiences gain a fresh outlook on their job and their lives, invigorating their enthusiasm and imagination.
8. **Appreciation:** Allison speaks brilliantly and generously to each individual's need for recognition and appreciation.
9. **Transformation:** Her program is truly life-altering, and paradigm shifting. The audience will be forever changed.



## Keynote Program Description

### Clients have used these titles for Allison's Keynote:

- **The Fire Within<sup>SM</sup>** - The Art of Exceptional Self-Leadership
- **Triumph Through Change<sup>SM</sup>** - The Mindset for Success
- **The Survival Guide to Being Human<sup>SM</sup>** - And the Art of Happiness
- **Triumph over Tragedy<sup>SM</sup>** - Success through Change, Adversity, and Tough Times
- **Wellness and Well-Being at Work<sup>SM</sup>** - Empowering Employees to Better Manage Their Lives
- **Thriving in Turbulent Times<sup>SM</sup>** - Activating Courage & Confidence to Achieve Heroic Success
- **Self-Mastery<sup>SM</sup>** - Burn Bright and Blaze a Trail for Others
- **The Power of One<sup>SM</sup>** - Changing the World One Person at a Time
- **The Mindset for Success<sup>SM</sup>** - Activating True Resilience

**Prepare to be taken on a journey.** In this moving and thought-provoking keynote, Allison Massari teaches her listeners to find peace, purpose, and happiness, and gives them the tools they need to rise above any obstacle. As the survivor of two life-threatening car accidents, and having suffered severe second and third degree burns on over 50% of her body, Allison reveals her personal journey from absolute loss, to forgiveness and understanding, and finally to a success and life beyond anything she could have imagined. Through the power of storytelling, Allison weaves humor, empathy, and potent life lessons, allowing the audience to study what she learned on each step of her path. You will hear and understand the answers to some of life's biggest questions. This dynamic and deeply moving speech fortifies audience members with an inspired perspective on life, and applicable tools for managing change and adversity.

*"The truth is, the same internal fire and 'command of self' that I needed to heal my life is exactly what has given me success professionally. They are all the same qualities. Science shows us today that the ability to have a sense of well-being, and resilience in the face of challenges, is directly linked to the bottom line of your business. This is the type of personal and professional development that I embrace fully and love to teach."* —Allison Massari

**In this session, Allison will equip participants to:**

- Grow motivation and confidence through an extraordinary story of overcoming extreme adversity and finding the internal strength for hope to flourish.
- Discover the wellspring for creating a phenomenal life.
- Promote exceptional customer service and teamwork by learning to navigate and bring ease to the most challenging situations.
- Increase inventiveness, resourcefulness, generative capacity and excitement.
- Learn a simple tool to transform debilitating feelings of defeat, doubt, and sorrow.
- Work with humor – learn to access humor’s joy and grace, even in moments of heightened stress.
- Deepen self-awareness and activate simple concepts that strengthen resilience.
- Inspire team-building through palpable stories of the heroic impact of community.
- Develop and maintain personal command and integrity – even in the face of feeling attacked, betrayed, hurt or enraged.
- Witness the powerful results of fierce determination and tenacity in an “impossible situation”.
- Demystify false concepts that impede well-being.
- Realize the most effective action to take when addressing the everyday challenges of being human.
- Learn to build a positive outlook despite seemingly insurmountable odds.

**“Seek out wisdom and abundance will follow you.”** — Allison Massari



**“There is staggering scientific data showing that mastering one’s emotions is directly linked to the bottom line of your business.”** – Harvard Business Review



**“I seldom am impressed by professional speakers enough to attend their sessions 8 times in 3 months. However that is exactly what I did with Allison.** Her words were simple yet penetrating as if I had never heard her before. I have seen her bring her audience to a wholehearted laughter and even tears and that is not an easy feat for any speaker. I never got tired of listening to her.”

Farogh Nazari  
Head of Global Accreditation  
Siemens Healthcare

**SIEMENS**

Siemens Healthcare  
Diagnostics

**Meetings & Conventions Magazine Named Allison Massari One of the Top 10 Best Speakers in the Country for "motivation".**

## “Three-minute standing ovation.”

“If you had been at (GE’s) Centricity LIVE, you could have seen the three-minute standing ovation that Allison got after her talk yesterday. And you could have seen the customer who came up to me, hugged me, and thanked me for bringing Allison to Centricity LIVE, telling me that Allison’s speech ‘has changed my outlook on life.’ ”

Justin Steinman  
Vice President and General Manager  
GE Healthcare IT



“**What is it we all want?** We want to live with passion, focus and clarity. We want success, genuine well-being... inner peace. We want to be powerful in our lives, equipped with the capacity to handle the unexpected, and with the tools to successfully navigate difficult people and challenging circumstances. But it’s more than that – we want to feel like we’ve come alive, that we’re living our mission, walking in the world, vital... I specialize in helping people transform their personal and professional lives. You will experience profound results – and a lot of heart. I’m all yours.”

—Allison Massari





## Why Hire Allison?

1. Voted on the “Best Keynote Speakers” List – M&C Magazine.
2. Named 2017 TOP 25 Speaker – Over 27,000 Votes Were Cast.
3. Inspires confidence, expands hope, ignites courage, and removes blocks to success — fostering passion in life and work.
4. Unique history as an internationally successful entrepreneur, burn survivor, brain injury survivor, award-winning artist, and professional coach, consultant, and encourager.
5. Instructive, authentic, heartening, and transformational.
6. International TED speaker and Main Platform presenter at Million Dollar Round Table (MDRT).
7. Vision, clarity, encouragement, and a gift in actuating the steps to progress.
8. Featured expert in the award-winning documentary “ReSolve” (2015) — Hosted by Scott Neil, Head of Special Forces for the US Military in Afghanistan.
9. Voted #1 National “Rising Star” by the National Speakers Association, 2011.
10. Author of the audio book “Ignited”.

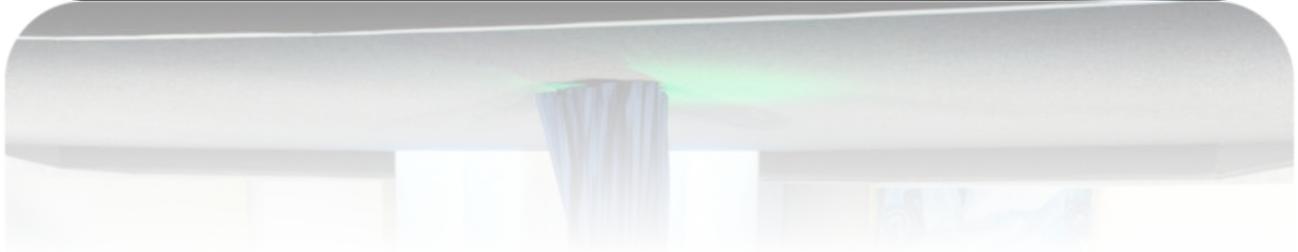
**“My job enables me to see world class speakers quite frequently. Truly, I have never been as moved by a story as I was by yours.** Allison, your incredible message of kindness, forgiveness and love was truly delightful and something I think of frequently. You have a heart of gold, and the authenticity with which you convey your message is beautiful.

Jennie Pauling  
**Vice President and Senior Relationship Manager**  
Wells Fargo Asset Management





**For fee information and to check availability for  
Allison Massari please contact us directly.**



**“When we opened the TEDxZaragoza conference with Allison, it was like dropping a bomb...** Her work is so thorough, so careful. Every sentence, every comma, every pause, the pronunciation of every word, are doubly, triply checked and pondered. It is plainly counterintuitive that the result is so incredibly emotional despite this infinite attention to detail. Yet it is. As I later said to her, ‘It is a great power to be able to make people laugh and cry in only 18 minutes.’ How does she do it? My guess is that one of the secret ingredients is to tell exactly what you think, to show what you feel... to actually feel it on stage! It is very different from the careful work of an actress, who strives to convince that she feels something which is not there. Allison’s only aim is to accurately and intensely communicate what she actually feels... and the laughs and the tears in the audience confirm that she achieves it remarkably.”

Pablo Echínique  
TEDxZaragoza Co-Organizer  
Scientific Researcher  
Spanish National Research Council

**TEDx**





***“Stunning. Authentic. Emotional. Heartwarming. Triumphant...  
She is a unique talent with a singular story that is unlike anything we’ve  
experienced in a decade hosting live events. Don’t miss it.”***

— Greg Strom, Filmmaker, V.P., and Head of Worldwide Media

**RESOLVE**