



# ALYSON VAN HOOSER

Author of *Infinite Influence* and *Level Up*, Inspirational  
Speaker on Leading in the Future of Work, and  
President, CEO of **Van Hooser Associates, Inc.**





# “ALYSON VAN HOOSER IS A BALL OF FIRE!”

*She pulls you into her life story and shows how you can use your own story to connect with others. She has the ability to connect with all generations of life. If we all could keep a piece of Alyson in a jar for the hard days, we would make positive steps in changing the workplace and the world.”*

—TAMMIE OBERMARK, Specialist Senior, Training & Development, Illinois Farm Bureau

TRUSTED BY:



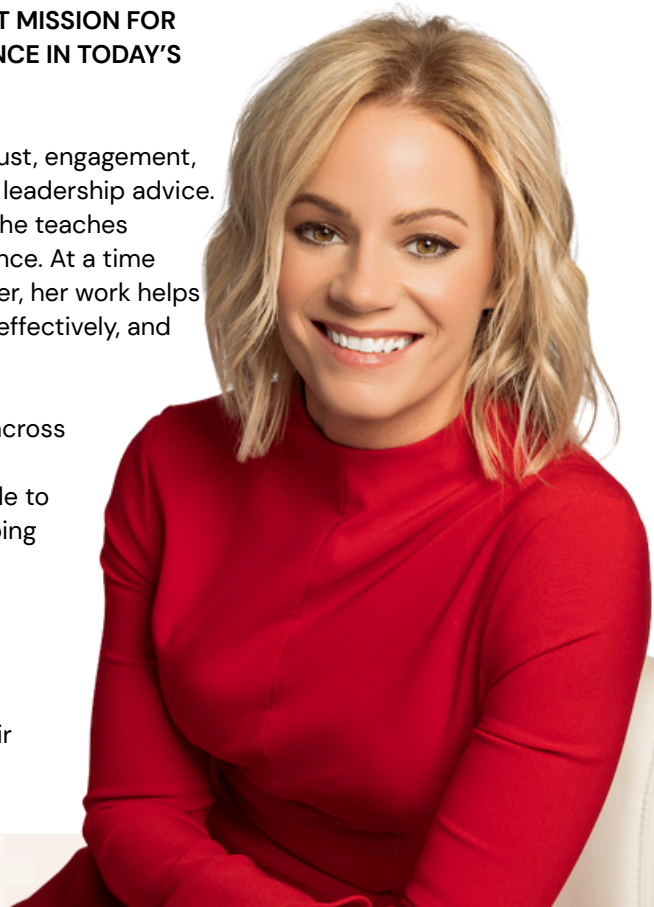
# MEET ALYSON

**ALYSON VAN HOOSER, CSP, IS A LEADERSHIP AUTHORITY ON A SOLD-OUT MISSION FOR HELPING ORGANIZATIONS LEAD WITH CLARITY, ACCURACY, AND INFLUENCE IN TODAY’S RAPIDLY CHANGING WORKPLACE.**

Her work equips leaders to navigate the human moments that determine trust, engagement, retention, and performance—without relying on outdated tactics or generic leadership advice. Alyson brings rare insight into how people think, decide, and respond, and she teaches leaders how to navigate those human dynamics with accuracy and confidence. At a time when employee engagement and customer trust are harder to earn than ever, her work helps leaders read people correctly, move conversations forward, manage teams effectively, and build influence that lasts.

Through extensive leadership development work with management teams across industries, Alyson uncovers what is actually happening inside organizations, identifying patterns, risks, and opportunities leaders often sense but struggle to act on. This real-world insight fuels her modern leadership frameworks, helping leaders take correct action in real time, strengthen communication, and drive measurable results.

Known for her upbeat, high-energy presence and no-nonsense approach, Alyson doesn’t just motivate—she helps leaders see the next right step and anticipate what’s coming so they can lead themselves, their teams, and their organizations with confidence and success when it matters most.





ALYSON ANCHORS HER REPUTATION AND HER RELATIONSHIPS IN THESE

# CORE VALUES

## LEAD INTENTIONALLY:

Alyson is obsessed with advancing the cause of personal leadership. Everything she says, does, teaches, and writes is intended to prepare and empower individuals for their respective leadership journeys.

## INTERACT HONESTLY:

Every meaningful relationship is rooted in the principles of honesty and integrity. Alyson honors her relationships with clients and audiences by interacting with them in truthfulness and sincerity.

## LISTEN INTENTLY:

Hearing your stories is critical to Alyson's work. She succeeds by investing substantial time in listening attentively to her customers, their goals, and their aspirations so she can forge solutions that support them.

## COMMUNICATE COURAGEOUSLY:

Candid, objective, two-way communication aids the fine art of discovery, which ultimately leads to better decisions and on-target outcomes for Alyson and her clients.

## EVOLVE CONSTANTLY:

Alyson values the past, but she refuses to be constrained by it. As workplaces continue to change, she promises to identify, develop, and apply lessons learned from her experiences to address the present and future challenges her customers encounters.

## LOVE UNCONDITIONALLY:

Alyson unashamedly loves the organizations and individuals she is privileged to work with. Though she's imperfect, she endeavors to see others not simply as they are today, but as who they will be with all the incredible potential they have to grow and achieve.





## HOW YOU BECOME THE REASON PEOPLE SAY YES



BASED ON  
ALYSON'S BOOK:  
*Infinite Influence*

The Infinite Influence framework presented in this keynote introduces a modern approach to influence built for today's workplace—where trust, authenticity, and awareness matter more than tactics.

Rather than relying on outdated persuasion methods, audiences learn how to take correct action in real time, strengthen communication, and build the kind of influence and relationships that keeps employees engaged and customers choosing them.

### THIS PROGRAM IS PERFECT FOR EXECUTIVE, ESTABLISHED & EMERGING LEADERS & SALES PROFESSIONALS WHO:

- ④ Work in relationship-driven roles where trust and credibility matter
- ④ Are responsible for sales, service, retention, or internal alignment
- ④ Feel stalled despite strong effort, expertise, or professionalism
- ④ Need people to say yes, stay engaged, and follow through

### THE AUDIENCE WILL LEAVE WITH:

- ④ A clear, modern understanding of how influence truly works
- ④ Actionable and repeatable, real-time process for earning trust and commitment
- ④ Greater confidence in high-stakes conversations and decisions
- ④ Foundational perspective shift that empowers them to influence without pressure or manipulation



**"ALYSON'S PERSONALITY, MESSAGE, AND CONNECTION TO THE CROWD WERE EXACTLY WHAT I HAD HOPED FOR.**

*She is the speaker meeting planners dream of. She had the crowd laughing and up out of their seats dancing. Her afternoon breakout was full because so many people loved her keynote message."*

—SHANNON CHURCHILL, Director of Information & Technology, Independent Insurance Agents of Illinois





# READ THE ROOM

## THE NEW RULES FOR LEADING A MULTIGENERATIONAL WORKFORCE

Read the Room introduces the leadership approach today's multigenerational workforce requires.

Leaders gain a critical advantage: the ability to accurately interpret behavior, make better decisions around connection and communication, and respond effectively in the moments that shape trust and engagement.

Moving beyond assumptions, labels, and personality profiles, this keynote reframes empathy as a leadership accuracy skill—one that strengthens trust, alignment, and performance across generations.

### THIS PROGRAM IS PERFECT FOR EXECUTIVE, ESTABLISHED & EMERGING LEADERS WHO:

- ✔ Lead multigenerational teams with different expectations and work styles
- ✔ Are experiencing disengagement, quiet quitting, or retention challenges
- ✔ Want stronger team relationships without lowering standards
- ✔ Need their teams to trust leadership and take ownership

### THE AUDIENCE WILL LEAVE WITH:

- ✔ A clear understanding of empathy as a leadership accuracy skill
- ✔ Practical tools for reading people and responding effectively
- ✔ Greater confidence leading people who think and work differently
- ✔ A stronger ability to build trust, alignment, and commitment



### "ALYSON CAPTIVATES YOUR ATTENTION AT WORD ONE!

*She is able to interweave facts and data, personal stories, and entertaining anecdotes we can all relate to while providing thought-provoking concepts and actionable insights. Highly recommend!"*

—JEN LINKE, Board Chair, Women in Storebrand Excellence





# UNSHAKABLE

## HOW TO OWN YOUR SUCCESS IN A WORLD THAT NEVER SLOWS DOWN



BASED ON  
ALYSON'S BOOK:  
*Level Up*

Burnout, disengagement, and stalled progress must be solved at the root by addressing the problem most conversations miss: lack of clarity.

Through Alyson Van Hooser's proven Lay Down the Law process, leaders gain the radical clarity needed to reduce stress, raise standards, and move forward with confidence—even in high-pressure, fast-changing environments.

### THIS PROGRAM IS PERFECT FOR LEADERS:

- ✔ Navigating constant change, pressure, and rising expectations
- ✔ Feeling responsible for results but frustrated by hesitation or disengagement
- ✔ Wanting to reduce burnout without lowering standards
- ✔ Needing their teams to take ownership and move forward with confidence

### THE AUDIENCE WILL LEAVE WITH:

- ✔ A practical clarity framework, "Lay Down the Law", they can immediately apply
- ✔ Clear standards that reduce stress and increase accountability
- ✔ Greater confidence leading under pressure
- ✔ A stronger foundation for resilience, engagement, and performance



*"Alyson was extremely well-received, not only in the relevance of her remarks but also in her dynamic, enthusiastic style . . .*

**. . . HER HUMOR AND AUTHENTICITY CARRIED THE DAY!"**

—EARNIE BROUGHTON, Ethics & Compliance Initiative





## SUCCESSION PLANNING FOR CONTINUITY AND LONG-TERM GROWTH

Moving Up, Moving On offers a modern, human-centered approach to succession planning designed for today's multigenerational, high-pressure workplace.

Powerfully blending both male and female perspectives, two generations of leadership experience, and authentic insight alongside Van Hooser's proprietary **6 Levels of Empowerment** framework, this keynote inspires and equips leaders to navigate the human side of succession, build bench strength, and transfer responsibility smoothly without sacrificing trust, performance, or legacy.

### THIS PROGRAM IS PERFECT FOR EXECUTIVE, ESTABLISHED & EMERGING LEADERS WHO:

- ✔ Know succession planning is critical but struggle with the human side of letting go and trusting others
- ✔ Carry too much responsibility themselves and need to build reliable bench strength
- ✔ Want a practical, proven framework for developing and transitioning future leaders
- ✔ Must navigate difficult conversations around readiness, timing, and transition

### THE AUDIENCE WILL LEAVE WITH:

- ✔ A proprietary, 6 Levels of Empowerment framework for strategically developing leaders ready to step into greater responsibility
- ✔ Practical communication insights for transferring responsibility, authority, and accountability with clarity
- ✔ Greater confidence navigating the hard conversations required for leaders to move up and move on
- ✔ A modern succession planning approach that strengthens continuity, reduces risk, and protects legacy



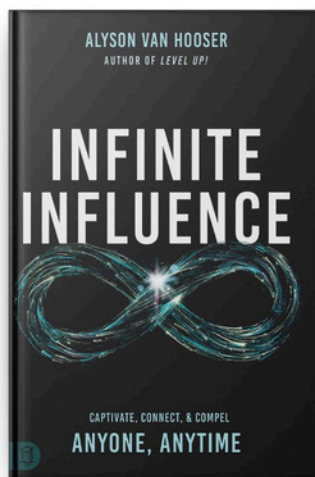
### "THE 'MAN AND THE MILLENNIAL' (PHIL AND ALYSON) HIT IT OUT OF THE PARK!"

You addressed relevant issues in business that engaged our diverse audience. Everyone left feeling empowered and excited!"

—MANDY SWANSON, AmeriGas



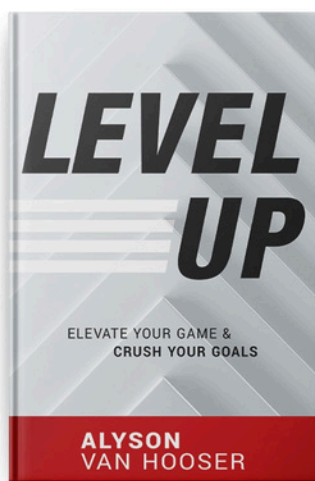
# BOOKS



## INFINITE INFLUENCE: CAPTIVATE, CONNECT, COMPEL, AND CREATE LASTING IMPACT

BY ALYSON VAN HOOSER

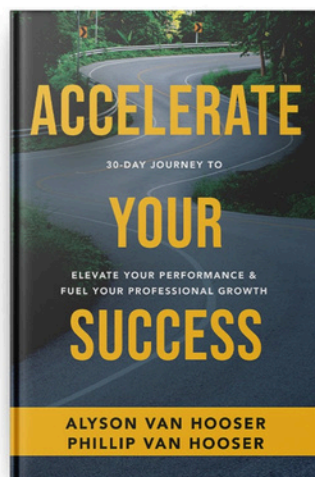
In a world moving at breakneck speed, your ability to authentically connect with people from all walks of life makes the difference between success and failure. As someone born under-resourced and underestimated, Alyson discovered exactly how to build influence with anybody...and now she is sharing her top seven secrets with you. Learn to build instant connections that will endure a lifetime and begin creating endless opportunities for yourself and others.



## LEVEL UP: ELEVATE YOUR GAME AND CRUSH YOUR GOALS

BY ALYSON VAN HOOSER

Leveling up is the only foolproof success strategy. You must own your responsibility for taking control of who you are, what you do, and what your life will become. In this life-changing book, Alyson reveals the knowledge you need, actions you must take, and areas of life you must own to shift the trajectory of your professional life. It's time to **LEVEL UP!**



## 30-DAY JOURNEY TO ACCELERATE YOUR SUCCESS

BY PHILLIP VAN HOOSER & ALYSON VAN HOOSER

Thriving in a radically diverse, rapidly-changing world requires a firm foundation in the principles that will improve your performance and drive professional growth. This 30-day success program offers a roadmap for elevating your professional game by explaining the critical qualities, behaviors, and actions you need to accelerate your success. **START YOUR JOURNEY TODAY!**

