



*Helping organizations and individuals*

# CULTIVATE EXCELLENCE

**SARAH WELLS PROGRAMMING**



Bell



PEPSICO

Google



# SARAH WELLS

## KEYNOTE SPEAKER, OLYMPIAN



**Excellence isn't just who she is,  
it's what she helps unlock in you.**

**Meet Sarah Wells. She has charge-your-phone-battery energy.**

**Olympian.** Keynote speaker. Excellence architect. Mom to Everleigh. Cookie connoisseur.

Sarah doesn't just talk about overcoming adversity, she hurdled it on the world's biggest stage. She even raced across deserts, mountains, and international airports on **The Amazing Race**, proving once again that grit, adaptability, and a little bit of laughter go a long way.

**Her mission? To prove that excellence is not exclusive, it's contagious!**

Sarah's philosophy centers on the idea that excellence isn't about perfection, it's about breaking free from limiting beliefs and constantly striving to outperform who you were yesterday. She believes that when you dare to break the blueprint, chase crazy ideas, and focus on doing the small things exceptionally well, excellence becomes contagious, elevating not just your life but those around you.

**Renowned for her practical strategies and compelling storytelling, and cell phone charging energy,** Sarah empowers audiences to find their own excellence, transform challenges into opportunities for growth, and achieve lasting success.

# SARAH WELLS

## INSPIRE EXCELLENCE WITHOUT LIMITS

### SARAH'S CORE MESSAGE

**Excellence is for everyone - no matter who you are, or where you start.**

Sarah Wells inspires audiences to embrace excellence without limits. Sarah's philosophy centers on the idea that excellence isn't about perfection, it's about breaking free from limiting beliefs and constantly striving to outperform who you were yesterday. She believes that when you dare to break the blueprint, chase crazy ideas, and focus on doing the small things exceptionally well, excellence becomes contagious, elevating not just your life but those around you.

### SPEAKING THEMES

- Leadership
- Breakthrough Mindset
- Resilience & Overcoming Challenges
- Inspiration
- Change Management
- Big Ambition
- High Performance
- Breaking The Mold

### SPEAKER HIGHLIGHT REEL



# SARAH WELLS

## WHAT YOU CAN ALWAYS EXPECT FROM SARAH



### ENERGY

Sarah has been told she could charge a phone battery from stage with her energy, and she brings that same electrifying presence to every event!



### EASE

Sarah is known for her professionalism and flexibility, making the planning process seamless and ensuring a stress-free experience for event organizers.



### EFFECTIVE

Sarah provides actionable tools and strategies that attendees can immediately apply to cultivate excellence, driving personal and organizational growth.



### EXPERTISE

With experience speaking at high-profile events and to diverse audiences, Sarah consistently receives rave reviews for her ability to motivate, challenge, and inspire action.



### EXCLUSIVITY

Sarah tailors her keynotes to meet the specific needs of each audience, ensuring that her message aligns perfectly with the goals of the event and resonates with attendees.

## TRUSTED BY



# SARAH WELLS

## WHY BOOK SARAH



Sarah Wells is an **Olympian, leadership expert,** and **high-energy keynote speaker** who proves that excellence isn't elite...it's earned. She doesn't just talk about overcoming adversity, she hurdled it on the world's biggest stage and she translates that grit, failure, and comeback wisdom into clear, actionable frameworks your people can use immediately.



### **Electrifying energy.**

Audiences say she could charge a phone battery from stage! Expect a room that's lit up, engaged, and moving.

### **Olympian credibility.**

Real wins and real misses make her message about going all in, rising from setbacks, and taking ownership of your outcomes, land with authenticity.

### **Built for your outcomes.**

She custom-tailors every keynote to your goals (sales, culture, leadership, safety, service) so the message maps to metrics.

### **Interactive and memorable.**

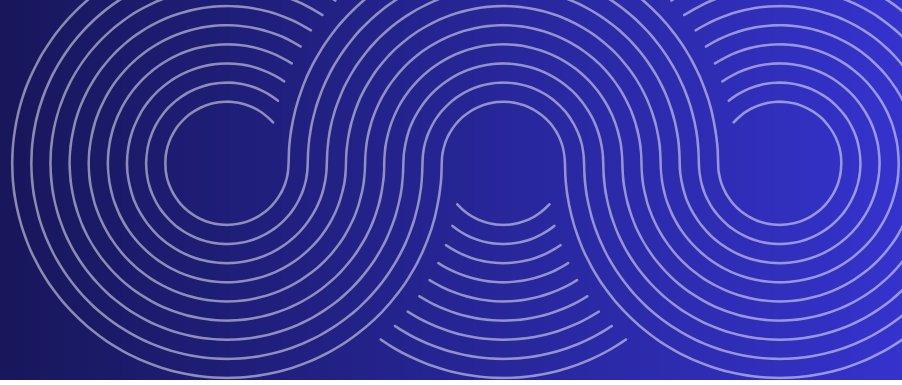
Real-time commitments, audience moments, and optional add-ons (e.g., leadership workshops or a "Run with an Olympian" energizer) keep the impact going.

### **Beyond the keynote.**

Optional follow-ups, scorecards, challenges, and practical takeaways, help teams build habits, not hype.

**Bottom line:** If you want a speaker who brings contagious energy, real-world resilience, and a repeatable system for everyday excellence, **book Sarah.**

# SARAH WELLS



## SPEAKING RATES



**IN-PERSON (USA) - \$15,000**

**VIRTUAL - \$8,000**

**INTERNATIONAL AMERICAS - \$18,000**

**INTERNATIONAL EUROPE/ASIA - \$25,000**

## TRAVEL



**TRAVEL BUYOUT - \$2,000**

**HOME CITY - SEATTLE, WA**

## SPEAKING CLIPS



# BONUSES

Sarah is committed to going above and beyond to make the event a great experience! Clients can include 1 or more of these bonuses to add value to the event.

## RUN WITH AN OLYMPIAN

'Run with an Olympian,' is a unique and energizing bonus where Sarah will go for a run with anyone who wants to join, creating an unforgettable experience for attendees who want to connect, recharge, and be inspired while on the move!



## HOLD THE MEDAL

Give your attendees a once-in-a-lifetime opportunity to hold Sarah's Pan Am Games silver medal. A tangible symbol of resilience, dedication, and the pursuit of excellence.



## HOST A VIP MEET AND GREET

Enhance your event with a 'VIP Meet and Greet,' an exclusive opportunity for select attendees to connect personally, ask questions, and gain unique insights in a smaller group setting. Sarah will also be sure to bring her medal :)



## CREATE CUSTOM TEMPORARY TATTOOS

Offer your attendees a fun and meaningful keepsake with custom temporary tattoos inspired by Sarah's Olympic tattoo story, reminding them to go all in and pursue excellence, no matter the guarantee of the outcome.

*Believe*

## EXCELLENCE NOMINATIONS

Celebrate excellence within your organization by nominating standout individuals in advance and honoring the chosen one(s) live on stage in a fun and inspiring spotlight that showcases their exceptional contributions.



# KEYNOTE TOPICS

---



# THE PURSUIT OF EXCELLENCE



## HOW TO CULTIVATE UNSTOPPABLE EXCELLENCE IN YOURSELF AND YOUR ORGANIZATION

### KEYNOTE DESCRIPTION:

**Excellence isn't reserved for a select few, it's a mindset that anyone can adopt, no matter who you are, or where you begin.**

In this transformative keynote, Olympian Sarah Wells will reveal how we can all cultivate excellence in ourselves and in organizations. Sarah will share the core principles that drive excellence: the power of belief in yourself, the courage to do things differently, and the resilience to rise from setbacks. By going all in on your unique strengths and experiences, you can unlock success in ways only you can achieve.

Through compelling stories and real-life examples, Sarah will help audiences understand that excellence isn't about perfection, it's about breaking free from limiting beliefs and constantly striving to outperform who you were yesterday.

With more than a decade of competition at the highest level, along with a master's degree in leadership & innovation from the Smith School of Business, Sarah delivers powerful, research-backed insights that unlock the mindset and practical tools to cultivate excellence in everything you do.

Join Sarah to discover how to make excellence your daily standard and watch it transform not just your work but every facet of your life.

### KEY TAKE-AWAYS:

- **Excellence is for Everyone:** Learn how to adopt an excellence driven mindset, no matter who you are or where you start, unlocking your potential for growth and success.
- **The Power of Going ALL IN:** Discover how believing in yourself is the foundation of achieving greatness, and how this belief can propel you to break through limiting beliefs.
- **Excellence is Contagious:** Discover how surrounding yourself with high standards can elevate your performance and create a ripple effect in your organization.
- **Courage to Be Different:** Understand the importance of daring to take unconventional paths and leaning into your unique strengths to create success only you can achieve.
- **Strength in Setbacks:** Gain practical strategies for turning failures into learning moments, understanding that resilience in the face of setbacks is key to long-term success.

# OVERCOMING HURDLES

## EMBRACING CHANGE AND TURNING OBSTACLES INTO OPPORTUNITIES

### KEYNOTE DESCRIPTION:

**Change is constant, and how we respond to it defines the trajectory of our success.**

In this inspiring and transformative keynote, Olympian Sarah Wells invites you to reframe the way you think about obstacles and setbacks. Drawing from her journey as an elite athlete, Sarah will share the essential mindset shifts that empower individuals and organizations to not just face adversity, but to use it as a catalyst for growth and innovation.

Sarah knows firsthand that success is not about avoiding hurdles but mastering the art of overcoming them. With her three powerful strategies, you'll learn how to embrace life's detours and turn them into stepping stones toward a reality greater than you ever imagined.

Through her engaging stories of resilience, grit, and excellence, Sarah will reveal how cultivating a mindset of adaptability and excellence helps you thrive in uncertain times.

This keynote offers more than just inspiration! It provides actionable tools and strategies that your audience can apply immediately. Sarah will show how excellence, resilience, and a willingness to face challenges head-on can transform obstacles into opportunities. Attendees will leave with renewed confidence, armed with the skills to embrace change with grace and turn setbacks into successes.

### KEY TAKE-AWAYS:

- Unexpected changes can lead to even better outcomes, if you're willing to embrace new opportunities.
- Lean into your strengths during change, as they provide the best path for leading others through uncertainty.
- Believe in yourself, even when plans change, because your adaptability will keep you moving forward.
- Your past experiences and skills are powerful tools that help you thrive in the face of change.
- Your unwavering commitment and energy inspire others to stay focused, even in uncertain times.

# THE 16 STRIDE FACTOR

## SUPERCHARGE YOUR ORGANIZATION WITH INNOVATIVE THINKING

### KEYNOTE DESCRIPTION:

**In today's fast-paced world, true success doesn't come from following the same path as everyone else, it comes from embracing what makes you unique and daring to think differently.**

In "The 16 Stride Factor," Olympian Sarah Wells shares the game-changing strategy that helped her defy the odds in athletics. She'll show how individuals and organizations alike can apply this approach to supercharge their own goals and unlock new levels of success.

While most 400m hurdlers at the Olympics take 15 strides between hurdles, Sarah broke the mold by crafting a strategy that played to her strengths, taking 16 strides instead. This unconventional approach, tailored to her unique abilities, was key to her Olympic success.

In this dynamic presentation, Sarah will challenge you to embrace unconventional approaches, leverage your team's distinctive abilities, and cultivate a culture that celebrates experimentation and exploration without fear of failure or a need for guaranteed outcomes.

Get ready to break away from tradition, harness your organization's unique strengths, and discover how to achieve success in a way that only you can.

### KEY TAKE-AWAYS:

- **Conformity Crushes Creativity:** When we embrace unconventional thinking and break away from traditional approaches, we open up new paths to success that others may overlook.
- **Lead with Authenticity:** We inspire our teams most powerfully when we lead in a way that's true to our unique strengths, rather than trying to mimic how others inspire.
- **Inspire Boldness Through Action:** By taking risks and not being afraid to try, we encourage those around us to step outside their comfort zones and make bold moves too.
- **Failure Fuels Growth:** Whether or not our experiments go to plan, each effort provides valuable lessons that drive future innovation and evolution.

# CHARTING THE COURSE TO AN *AMAZING RACE*

## EQUIPPING YOUR TEAM WITH COURAGE, CLARITY, AND THE WINNING TOOLS TO CONQUER EVERY MILE

### KEYNOTE DESCRIPTION:

**What could your team do if they believed anything was possible? What if every setback fueled your next breakthrough? What if every challenge revealed a hidden opportunity? Sarah's story is a testament to that possibility.**

As an Olympian and an Amazing Race contestant, she has transformed trials into triumphs, mastering a 4-step system to help your team chart the course to an Amazing Race!

In this high-energy keynote, Sarah will reveal the proven system she's used to transform fierce competition and unexpected roadblocks into unforgettable achievements. Through vivid storytelling and hard-earned insights from both the track and the world's toughest race course, Sarah will guide your audience to:

- **Adopt a Champion's Mindset:** Cultivate unwavering belief in your goals, empowering your people to take bold action and stay the course, even when the outcome isn't guaranteed.
- **Turn Setbacks into Stepping Stones:** Master the art of reframing every challenge as a springboard for innovation and growth, so your team sees roadblocks as the fuel for their next big win.
- **Drive Outstanding Results:** Discover how to identify and amplify individual and collective talents, unlocking extraordinary performance and breakthrough results.

This session is a game-changer for any organization seeking to energize teams, accelerate performance, and achieve breakthrough results. Get ready to revitalize your ambition, ignite your passion, and set the pace for an amazing race—your race—toward a future where nothing can hold you back.

### KEY TAKE-AWAYS:

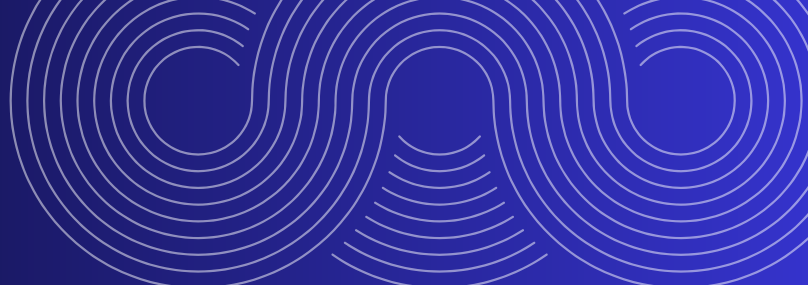
- **Embrace a Champion's Mindset:** Equip your team with the confidence and habits to take bold action, even when the path is uncertain.
- **Transform Setbacks into Accelerators:** Turn every challenge into a catalyst for creativity, innovation, and forward momentum.
- **Harness Unique Strengths:** Identify and amplify individual and collective talents to unlock breakthrough performance.
- **Sustain Unstoppable Momentum:** Build the tools and practices needed to maintain energy, collaboration, and progress mile after mile.

# CORPORATE WORKSHOP TOOLBOX

---



# SARAH WELLS WORKSHOPS



## RE-DEFINE SUCCESS

**HOW TO SEE THE SUCCESS IN YOUR EVERYDAY**

**TIME - 30 MINUTES**

Success isn't just about reaching goals, it's about sustaining motivation and resilience along the way. This workshop will help you define personal success criteria, develop a system that keeps you inspired, and build the adaptability needed to stay focused and driven, no matter the challenges.

## LEVERAGE YOUR NETWORK

**HOW TO BUILD YOUR DREAM TEAM OF SUPPORT**

**TIME - 60 MINUTES**

Success isn't a solo journey, every high achiever has a strong support system. This workshop will help you assess your network, identify key supporters, and develop strategies to engage them effectively, empowering you to build a dream team that fuels your growth and success.

## SHARE YOUR STORY

**HOW TO LEVERAGE YOUR EXPERIENCES AND CREATE YOUR SIGNATURE STORY**

**TIME - 60 MINUTES**

Storytelling is a powerful way to connect, inspire, and showcase your values and achievements. This workshop will help you craft a compelling signature story, equipping you with the tools to share your experiences authentically and leave a lasting impact.

## INSPIRATIONAL LEADERSHIP

**UNDERSTANDING WHY INSPIRATIONAL LEADERSHIP IS IMPORTANT AND UNCOVERING YOUR DISTINGUISHED STRENGTHS**

**TIME - 60 MINUTES**

Inspirational leadership isn't about titles, it's about the small, intentional actions that uplift and empower others. This workshop will equip participants with practical strategies to build trust, foster motivation, and create a lasting impact in their teams and communities.

# RE-DEFINE SUCCESS

## HOW TO SEE THE SUCCESS IN YOUR EVERYDAY

### TIME - 30 MINS

In our society, success is frequently measured by our ability to set and accomplish objectives. However, success should not be limited to merely tangible outcomes or accolades.

While outcomes are essential, it is equally crucial to cultivate a system that motivates and encourages us throughout the process. Unexpected circumstances may arise, and goals may shift, yet having a resilient and adaptable approach is critical to maintaining momentum and achieving success.

This workshop will focus on developing success criteria that will not only help the participants achieve their objectives but also maintain their focus and drive along the way.

By exploring and identifying the elements that motivate and inspire us, they will learn how to incorporate them into their personal and professional lives.

By the end of this workshop, attendees will have a clear understanding of what success means to them and how to maintain their motivation and resilience on their path towards achieving it.

### KEY ACTIVITIES

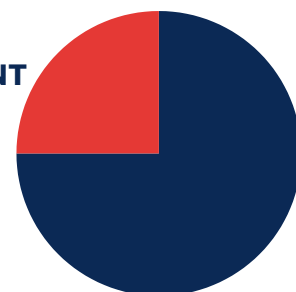
- Adopting the 'Being' vs 'Having' mindset
- Reflection of successful moments
- Understanding what is at the root of your success
- Letting go of outcomes only, to see success in the everyday

### OUTCOME

Participants will walk away with a new perspective around what success can look like, along with a clearly defined success criteria to use as a measuring stick for future endeavors.

## TRAINING BREAKDOWN

25%  
CONTENT



75%  
ACTIVITIES

# LEVERAGE YOUR NETWORK

## HOW TO BUILD YOUR DREAM TEAM OF SUPPORT

### TIME - 60 MINS

Most superstars have an incredible team helping them operate at a high level.

This workshop will equip attendees with practical tools and techniques to intentionally design their ideal team of supporters.

We will examine their current network, identify individuals to seek assistance from, and determine how to effectively engage with them.

Attendees will learn how to conduct a comprehensive audit to determine which individuals possess the knowledge, experience, and resources to assist them in achieving their goals.

Additionally, we will examine how to effectively communicate and engage with these individuals to foster a supportive and collaborative relationship. Join us for a transformative session that will empower them to build a dream team of supporters and achieve their full potential.

### KEY ACTIVITIES

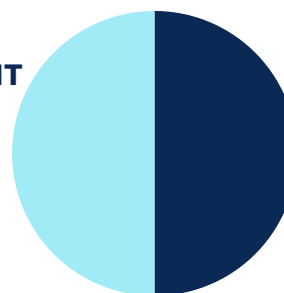
- How to audit your network to fill your knowledge gaps - and know who to ask first!
- Build your dream team - mentorship and support
- How to ask for help from others and not feel like a pain in the butt

### OUTCOME

Participants will create a dream team of support, and learn a process on how to tap their network for any need.

## TRAINING BREAKDOWN

50%  
CONTENT



50%  
ACTIVITIES

# SHARE YOUR STORY

## HOW TO LEVERAGE YOUR EXPERIENCES AND CREATE YOUR SIGNATURE STORY

### TIME - 60 MINS

The ability to effectively tell stories is a powerful tool for connecting with others and leaving a lasting impression. However, many individuals shy away from sharing their stories due to concerns about appearing self-promotional or being met with disinterest.

Whether you are a leader or an individual contributor, having a well-crafted "signature story" is essential for showcasing skills, values, and achievements, as well as connecting and motivating others.

In this session, participants will learn the basics of powerful storytelling, including why it is important and how to create a signature story that reflects their unique experiences and perspectives.

Attendees will leave with a draft of their signature story and be equipped with practical tools and techniques to refine and enhance their storytelling skills moving forward.

### KEY ACTIVITIES

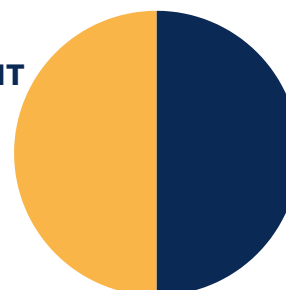
- "Tell me about yourself" Challenge
- Building your core story
- The art of powerful story telling
- Presentation hacks
- Develop your "mini keynote"

### OUTCOME

Attendees will leave with a draft of their signature story and be equipped with practical tools and techniques to refine and enhance their storytelling skills moving forward.

## TRAINING BREAKDOWN

50%  
CONTENT



50%  
ACTIVITIES

# INSPIRATIONAL LEADERSHIP



## UNDERSTANDING WHY INSPIRATIONAL LEADERSHIP IS IMPORTANT AND UNCOVERING YOUR DISTINGUISHED STRENGTHS

### TIME - 60 MINS

True leadership isn't just about titles, it's about the ability to inspire and uplift others.

This workshop is designed for individuals at any stage of their leadership journey who want to understand why inspirational leadership matters and how small, intentional actions that leverage their strengths can create lasting impact.

Through engaging discussions and interactive exercises, participants will explore the key traits of inspirational leaders and uncover simple, everyday strategies, unique to them, that they can apply to motivate and empower those around them.

By the end of the session, attendees will have a deeper understanding of what it means to be an inspiring leader and how to embody that role through consistent, intentional actions.

### KEY ACTIVITIES

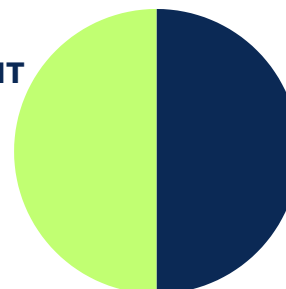
- What is Inspirational Leadership
- Inspiring leader examples
- Exploring inspirational leadership traits
- Applying inspirational leadership

### OUTCOME

Participants will identify the core elements of their inspirational leadership brand, develop an action plan to integrate inspirational leadership into their daily management practices, and create a strategy for gathering feedback from colleagues and managers

## TRAINING BREAKDOWN

50%  
CONTENT



50%  
ACTIVITIES

# WHAT PEOPLE ARE SAYING

A HANDFUL OF CLIENT TESTIMONIALS



## RAVEENA MAHESHWARI, VP

If you want to build a culture that radiates excellence, Sarah will help you get there!



## MICHELLE SEGUIN, DIRECTOR

Sarah Wells is a powerhouse. She has the kind of energy that grabs your attention and her message has the kind of heart that keeps you listening. Her message of excellence and resilience struck a chord across every level of our team.



## KRISTINA CONNELLY, VP

This was my 15th meeting at Terumo and she ranks as one of our top speakers. The team is already applying the tools she gave us in her session!



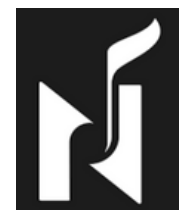
## KIM OSBORN, CAO

Sarah didn't just kick off our 2024 Summit, she lit it up!! She was professional, clear, and full of energy, but what stood out most was how much she cared about our mission. She did the homework, spoke our language, and nailed the tone we needed. Her keynote became the thread that tied the whole event together. Total pro, total partner.



## BAILEY DAVIS, MANAGER OF NASHVILLE CHAMBER

Our experience working with Sarah was truly a wonderful experience. Her keynote was incredible and the feedback we have gotten from our members has been nothing short of amazing!



# WHAT PEOPLE ARE SAYING

A HANDFUL OF CLIENT TESTIMONIALS



## PAT DUGGAN, SVP

I must say Sarah was truly exceptional! Her story was not only inspiring but she made it relevant for our team with clear action and next steps. Her message had a profound impact on our team.



## MARY DEPAOLI, CMO

Sarah had us all hanging on to every word! Her ability to capture an audience and keep them engaged is truly exceptional! With her impactful presence and insights, Sarah is not just a speaker; she's a catalyst for change!



## SAM DESMOND, VP

I've listened to many keynote speakers, and Sarah is one of only two speakers who have inspired me to *actually* make changes in my life!



## NEIL DA SILVA, COUNTRY DIRECTOR

Sarah was the perfect speaker to start the day. Her energy and motivation was infectious and our whole room was elevated because of it.



## MATTHEW WIGHT, CEO OF UNITED GENERAL INSURANCE CORPORATION

Sarah delivered with unmatched passion, energy, and motivation. The ripple effect of her message is already fueling our drive to build a culture of excellence. She didn't just speak to us, she left us walking away with a renewed pep in our step and a commitment to go ALL IN.



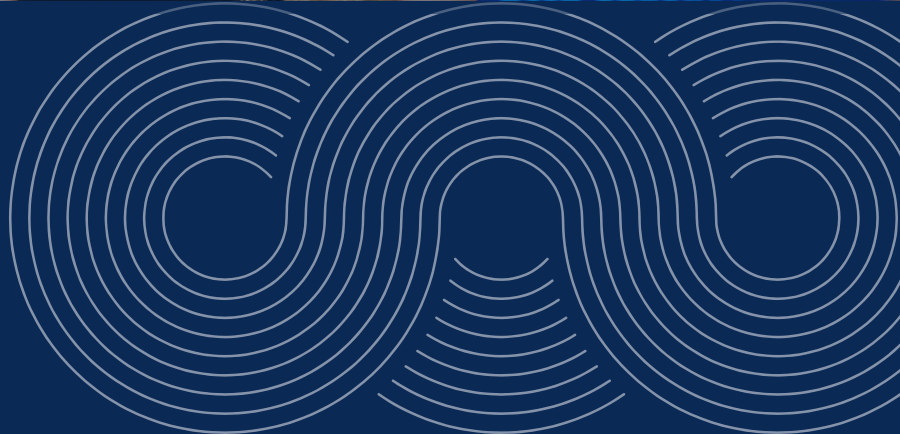
# EVENT MATERIALS

---





# SARAH WELLS STAGE INTRODUCTION



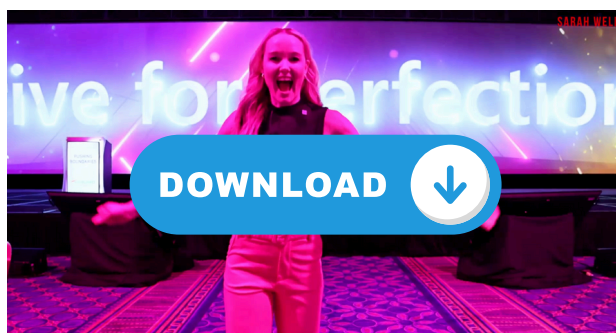
Our next speaker is no stranger to achieving excellence and overcoming obstacles. As an Olympic 400m hurdler and Pan American Silver Medalist, Sarah Wells knows the mindset, grit, and amount of failure that it takes to achieve the highest level.

As a renowned keynote speaker, Sarah has been featured in publications like Forbes, Best Health Magazine, and Thrive Global.

She has worked with organizations such as Salesforce, Coca-Cola, P&G, Kraft-Heinz, Bell Media, and Google, providing their teams with valuable insights and strategies to build resilient and inspirational leaders.

She has the kind of energy that could charge your phone battery, and today she is here to inspire us into action! Please give a big, warm **{Event Name}** welcome to Sarah Wells!

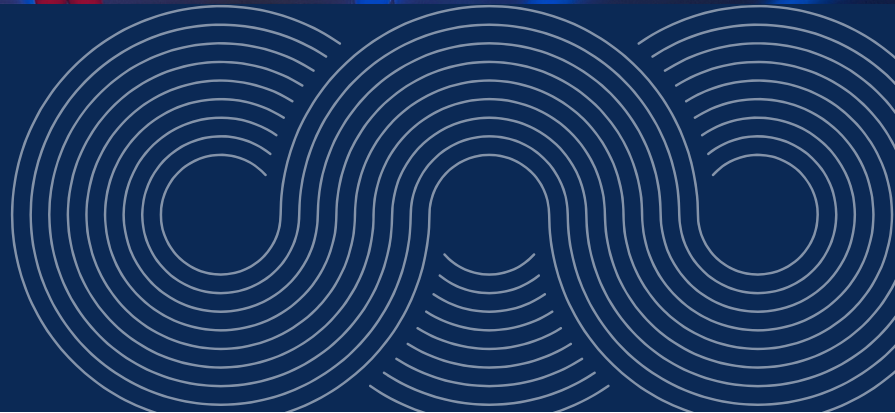
## WALK-OUT VIDEO (If preferred)



**LINK:** <https://bit.ly/4onsNNg>



# SARAH WELLS A/V REQUIREMENTS



## Slides & Presentation

- Sarah prefers to run her presentation from her Mac laptop, which should be set up on the A/V table.
- Some slides include animation, audio, and video, which rely on Mac-specific programs.
- The “Clients” A/V team must provide a standard HDMI connection for her laptop.
- Sarah brings her own presentation remote/clicker.
- Sarah can customize slides to match event screen specifications (most often 16:9).
- Slides can be:
  - Sent in advance to the event organizer, or
  - Transferred to the A/V team’s computer during the tech check.

## Tech Check

- Sarah prefers a tech check with the A/V team at least 1 hour prior to the keynote.
- The tech check typically should only take 10-15 minutes.

## Microphone

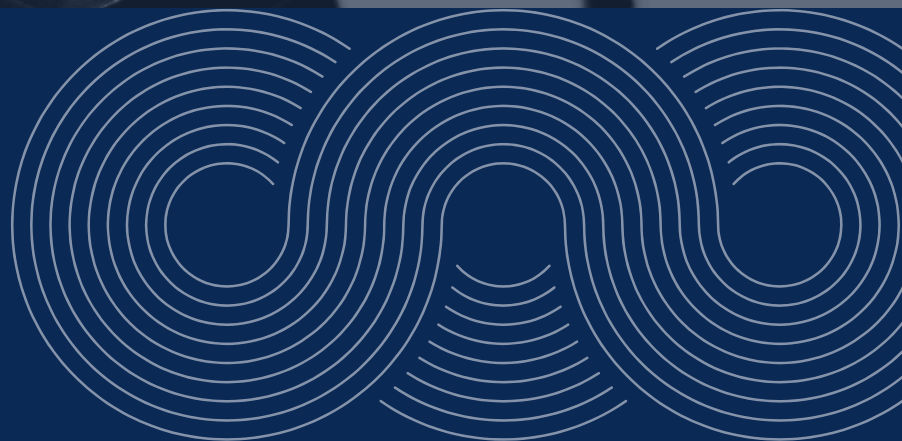
- A wireless lavalier (lapel) microphone is preferred.

## Stage Setup & Additional Notes

- A confidence monitor is preferred, if available.
- No podium on stage.
- Please provide a bottle of water on stage.



# SARAH WELLS HEAD SHOTS



**Download Here** 



**Download Here** 



**Download Here** 