



Qualified to **Quoted.**

In the room, at the table, and in your industry.

The leaders you hired for their judgment are holding it back every day. Risks go unnamed. Better ideas lose to louder ones. Client conversations get hedged. At scale, that means slower decisions, stalled innovation, lost deals and high performers who plateau or leave.

Psychological safety can't fix this, because the most expensive silence happens before anyone else is in the room. Holly calls it **the Quiet Override**. Her practical framework gives your leaders the language to name it and the skills to turn the expertise you already pay for into influence.

TALKS & WORKSHOPS

01 SIGNATURE KEYNOTE

Qualified to Quoted: How Leaders Turn Expertise into Influence

Holly exposes the Quiet Override, the split-second moment capable leaders overrule what they know before anyone challenges them, and shows what it quietly costs your organization. Leaders leave with a practical way to catch it in real time and speak with the clarity that gets ideas heard, trusted and acted on.

Leaders will: recognize where they override their judgment · speak up before the moment passes · make the call without waiting for permission

02 WORKSHOP · HALF-DAY

Visible & Credible: Building Executive Presence In the Room and Online

The hands-on companion to the keynote, built on Holly's 17 years making executives visible and credible. Leaders define the point of view they want to be known for and build a plan to become the trusted voice in meetings, with clients and on LinkedIn.

Participants will: speak with conviction under pressure · show up consistently online · leave with a personal visibility plan

Add-on Four-session cohort: deeper work, LinkedIn presence and an AI voice toolkit

THE BUSINESS CASE

Your company's best ideas never even make it into the room.

Confidence training treats the symptom. Holly treats the cause.

WHAT CHANGES

Innovation: the ideas you're missing make it into decisions

Leadership pipeline: "needs more executive presence" becomes "ready for the next role"

Retention: your best people, especially women, grow instead of go

Revenue: client-facing teams stop hedging and start closing

\$1T

yearly cost of voluntary turnover to U.S. businesses

61%

of employees see colleagues stay silent about concerns at work

Sources: Gallup; Radical Candor, The Trust Gap 2026

THE SHIFT

Stop leading from doubt and deference. Start leading from clarity and conviction.

About Holly

QUALIFIED TO QUOTED

In the room, at the table, and in your industry.



Holly helps high-achieving leaders close the gap between what they know and how they show up, especially in the moments that matter most.

A former enterprise brand, PR and communications leader, Holly spent 17+ years preparing CEOs and C-suite teams for high-stakes moments. She knows the Quiet Override because she lived it. Today, as founder of Inner Badass, her coaching practice, she works with leaders, especially women, trust their judgment and say it with conviction.

Board Member & Marketing Director, National Speakers Association Austin · B.S. Journalism, The University of Texas at Austin

WHAT CLIENTS SAY

“Holly has a rare ability to name what leaders are feeling, and shift how they show up immediately. I got so much clarity!”

Brenda J., Founder & L&D Trainer

“Nothing but amazing feedback. Our team is energized and learned so much from your workshop!”

Linda M., Executive Director, Nonprofit

WHERE HOLLY HAS SPOKEN & TRAINED

CORPORATE SPEAKING & EXECUTIVE TRAINING

Armanino · Bridgepoint Consulting / Addison Group ·
National Instruments · Holtzman Partners ·
Western Governors University · SailPoint

CONFERENCES & COMMUNITIES

NSA Austin · Women Communicators of Austin ·
Fearless Women's Network · PurposeWorks ·
Girls Empowerment Network · LaunchPad Job Club

Formats: Keynote · Workshop · Four-session cohort add-on · Fireside chat · In person or virtual

Industries: Associations · Higher ed · Professional services · Tech · Women's leadership

BEFORE THE STAGE: RESULTS FROM 17 YEARS IN BRAND & COMMUNICATIONS

200%

YoY growth in Tier-1 coverage
(WSJ, Forbes, Bloomberg Tax)

300

leaders in an advocacy program
she built and scaled

4×

more positive Glassdoor reviews
in six months; CEO approval
above 90%

2,700+

employees reached in a
firmwide brand transformation

BOOK HOLLY

Let's make your leaders visible, credible
and *trusted*.

Based in Austin, Texas · Available nationwide, in person or virtual

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