



KEYNOTE SPEAKER AND CONSULTANT

Iona Holloway

Keynotes for organizations
that *refuse to lose*



Keynotes that make grown men cry

THE COURAGE TO CHANGE

Do The Brave Thing

Ambitious high-performers do everything "right." They build lives that look good on paper. And still, there's that quiet, persistent question they can't shake: Is this it? Iona cuts through pretense with a kind and blunt challenge to stop waiting for the "right time," take risks, and live a life without regrets.

Perfect for: events and kick-offs that need to unite the room in the face of uncertainty and change.

The audience will leave with: a 5-step method to rip off the caution tape and choose courage in their life, work and relationships.

COURAGE IS COMMERCIAL

The Sport Of High-Stakes Speaking

Every year organizations lose millions of dollars to the scariest sound. Polite applause. Or its boardroom cousin: "we'll circle back later." AKA, never. Your leaders are often the smartest in the room. But every day, they lose trust, opportunities, and deals because they don't know how to command one. Iona trains leaders to make speaking their competitive edge and play to win.

Perfect for: organizations where growth depends on leaders presenting, pitching, and representing the brand on stage.

The audience will leave with: a 5-step system to command the room and transfer belief.

LAST HUMAN STANDING

Storytelling In The Age Of AI

AI made sounding smart easy. Information is free, competitors sound identical, and expertise doesn't set you apart. Storytelling does. It's how brands build trust with customers and how leaders get remembered. Iona teaches the essential skill of professional and personal storytelling, and how to put it to work.

Perfect for: revenue-generating teams and experts who need to position themselves as thought leaders.

The audience will leave with: a 3-step framework to find stories, craft them for impact, and win trust in any room.

WORLD BUILDING

Storytelling For Sales Leaders

DEATH TO BUZZWORDS

Becoming a Quotable Leader

REFUSE TO LOSE

Courageous Risk Taking

STAR POWER SPEAKER

Build A Memorable Elevator Pitch

“Iona’s impact was extraordinary. Her delivery and storytelling ability are truly one of a kind.”

Sheena Larson, Vice President, U.S. Growth, FICO

“The Queen Of Goosebumps”

It's not every speaker who can make grown men cry. That's how powerful Iona Holloway's storytelling skills are. She's an international keynote speaker, founder of Brave Thing, communication trainer, and two-time bestselling author of *Do The Brave Thing* and *Ghost: Why Perfect Women Shrink*.

Her keynotes are rollercoasters: equal parts entertaining and educational. She gives audiences the bravery and practical tools to choose courage in the face of fear, uncertainty, and change... with a sprinkle of Scottish humor on top.

Through her signature program Star Power Speaker, Iona has trained 300+ senior leaders to command high-stakes rooms and stages. A former All-American athlete, she treats speaking like a sport: practice when it's easy so you can win when it's hard.

Featured by the BBC and Entrepreneur, Iona lives in Boston with her family and a cat she's never held (by mutual agreement).

Book Iona to speak

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