



# FIRED UP!™

IGNITING GREATNESS IN ACHIEVERS™

## Are Your People Stressed and Demoralized? Do You Want to Ignite Greatness and Productivity?

80% of Americans are stressed and 50% need help managing it. (Gallup) 78% of American workers say they are burned out. (Career Builder) People are afraid of layoffs and cutbacks. The solution? **Increase their productivity and get them Fired Up!**

**Fired Up! presentations** are highly interactive, practical and custom-designed to:

- ◆ re-energize your people with greater enthusiasm - yielding better productivity
- ◆ increase employee and customer retention through better communication
- ◆ reduce absenteeism & turnover, build morale, and personal responsibility



**Snowden McFall, M.A.T.**

Snowden McFall, M.A.T., founder of 26 year old Brightwork Advertising & Training & 13 yr. old Fired Up! is a professional speaker who gives great value to her clients. An expert in business success strategies, stress and motivation, she generates powerful results for her clients. Author and co-author of 4 books, including *Fired Up!*, she is currently writing her 5th book on stress, due 2009-10.

- ◆ featured in Investors Business Daily, Foxnews.com, etc. & on tv: CNN Financial News, Bloomberg Small Business, Home Shopping Network; 300 radio shows
- ◆ named **National Women in Business Advocate of the Year** by the SBA, honored at a White House ceremony & a Congressional Luncheon
- ◆ named 2009 Small Business Leader of the Year by Professional Womens' Council
- ◆ *Inc.* Magazine's finalist for "NE Entrepreneur of the Year"
- ◆ B.A. from Vassar College, M.A.T. Brown University

### Keynotes & Half-Day Programs (a partial list)

How to Stay Fired Up in a Burnt-Out World™

Get Fired Up! for Success™

Reignite the Fire and Prevent Burnout™ - Manage Stress & Thrive

Fan the Flames - Fire Up Your Team & Spark Productivity™

Rekindle the Fire Within- Igniting Greatness in Women™

Get Fired Up about Going Green™

Keep the Fire Burning in Your Business™

Rekindle the Core - Fire Up Your Employees for Success™

*"I knew we wanted a speaker who was fresh and unique, someone to shift our people into new ways of thinking. Your Fired Up presentation ideally suited our needs. Your innovative, interactive style, meaningful data and thought-provoking activities renewed and energized our team....Snowden, your presentation was highly positive, refreshing and effective... The advance research you did getting to know our issues and various members of our group made all the difference. You met all our goals for the event; thank you for a great job." L.B., Vistakon Pharmaceuticals*

*"I've seen Snowden speak five different times and each time she was outstanding. Her material is stimulating, valuable and immediately applicable. Her highly interactive, upbeat style engages the audience and her dynamic energy fires them up. She is warm, genuine and completely in tune with her audience. I know why she ranked as the top speaker at N.FLMPI last year - she's terrific." A.U., Destination Planning Corp.*



## Client Testimonials

"When I met you... I was struck by your professionalism and enthusiasm. I felt certain you would be an excellent keynote speaker for our Diversity Awards luncheon...You stepped up to the plate very quickly...You did a thorough job researching our Diversity initiatives ....your interviews yielded meaningful reference points in your program...Your focus on sustaining their enthusiasm while preventing burnout was highly valuable....Your closing story... was very powerful and a perfect way to remind our employees how special they are... You did an outstanding job on the keynote speech; you created a program that was both significant and valuable for our employees." EG, BlueCross BlueShield of Florida

"Snowden, you are clearly a great communicator. You brought together a group of people who did not know each other well and established commonalities. Listening was a major problem before [but] they did a great job in your exercise. By the end of the session, a greater sense of trust and teamwork had been established." D.B., Sybase, Inc.

"Snowden, you did a wonderful job....from the in-depth nature of the material ...you obviously tailored the entire program to our needs. From the personality types to high level customer and employee management, you effectively addressed the issues that are uniquely Pfizer....The day was fast-paced and fun. Everyone loved the interactive processes; the team is more cohesive....An excellent program." H.M., Global R&D, Pfizer

"What I appreciated was that you checked in regularly, came to our conference early and spent quite a bit of time... interviewing several different executives... to truly understand the issues they face...You created a program that was directly relevant, meaningful and personal. You facilitated their ability to glean insights from each other and do peer-to-peer sharing...You met our instructional objectives with ease...Your highly interactive style, inspirational stories, intriguing new data on stress and dynamic approach made quite a positive impression on our members....Excellent." R.P., Director, Continuing Education, NJ Hospital Association

"The response to your breakout sessions at Connections was nothing short of spectacular. Your presentation encompassed the unique combination of inspiration in its optimism and sense of direction in its forthright message. Your program truly mirrored the commitment and tenacity, the spirit and courage of the successful female entrepreneur. Connections was indeed a tremendous success thanks to you and Elizabeth Dole for your outstanding presentations. Your book, *Fired Up How to Succeed by Making Your Dreams Come True* is a celebration of the perseverance exhibited by each one of us on a daily basis...a handbook for life." PP., Conference Director

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## Partial Client Roster

### Corporate Clients:

Allstate Insurance Company  
Anthem/ Blue Cross & Blue Shield  
Blue Cross Blue Shield of Florida  
BAE Systems  
CDM Engineering  
Coastal Bone and Joint, Inc.  
Compensation Funds  
Davis, Monk & Co. (accountants)  
GA HAP (HUD)  
Global Green Up  
JEA  
Key Buick Hyundai  
Management & Training Corp.  
Montachusett Home Health Care  
Pfizer, Inc.  
Public Service of New Hampshire  
Renaissance Insurance Alliance  
SunBridge Retirement Communities  
Student Advantage  
Sybase / Powersoft Corporation  
T-Bones/ CJ's Restaurant Group  
Vistakon

### Associations

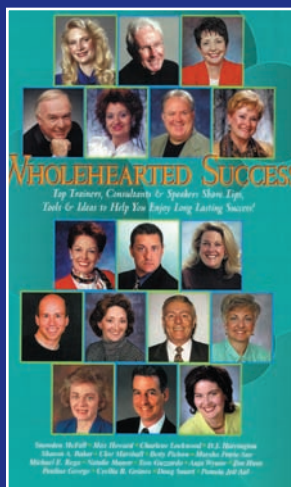
American Heart Association  
Association for Professional Development  
Association of Teleservices International  
Leadership NH  
Mass. Dental Hygienists Association  
Meeting Professionals International- SEC  
Mid-Shore Assoc. of Realtors, CT  
North Florida Meeting Professionals Int'l.  
N.E. Dairy Promotion Board  
N.E. Socially Responsible Businesses  
National Human Resources Association  
North East Association of Telemessaging  
SGMP Southern Gov't. Meeting Planners  
Turf & Ornamental Communicators Assoc  
Young Men's Christian Association

### Women's Groups

American Business Women's Association  
Business and Professional Women  
Connections: Elizabeth Dole Conference  
Executive Women's Network  
Professional Secretaries International  
Sorooptimists  
Women Business Owners Association  
Women in Communications  
Women of the Superior Courts  
Women's Leadership Conference

### Entrepreneurial Groups

Center for Collaborative Leadership  
Chambers of Commerce (various)  
Governor's Conference on Volunteerism  
SBA, SBDC, Entrepreneurship Institute



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**Fired Up!** have been sold.  
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