

Shannon Watts

"Summoner of Women's Audacity"

Shannon Watts organizes and mobilizes women to create political, electoral and cultural change. She was named one of *TIME's* 100 Most Influential People, a *Forbes* 50 over 50 Changemaker, a *Glamour* Woman of the Year, a *WORTH Magazine* Worth 100 and a 2025 *Parents* Next Gen Award Winner.

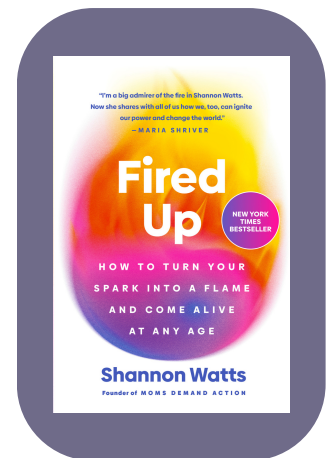


She's the founder of Moms Demand Action, the largest grassroots group fighting gun violence in the U.S. During the 2024 election, she organized the largest Zoom gathering in history, mobilizing over 200,000 voters and raising over \$11 million in support of the Kamala Harris campaign, and co-hosted the weekly Women Wednesdays for Harris calls with Indivisible.

Her most recent book, *Fired Up: How to Turn Your Spark Into a Flame and Come Alive at Any Age*, was an instant *New York Times* and *USA Today* bestseller and led to the creation of Firestarter University and Bonfire communities, online and in-person gatherings to help women tap into their political, professional and personal power.

Signature Topics

- ✓ Women's Empowerment
- ✓ Midlife and Menopause
- ✓ Women's Leadership



Women's Empowerment Keynotes

HOW TO LIVE ON FIRE: The Radical Act of Following Your Passions

As Founder and President of Moms Demand Action, Shannon Watts mobilized hundreds of thousands of women into action, and in the process, she discovered what makes women truly come alive. In her signature talk, *How to Live on Fire*, Shannon shares the powerful lessons she's learned about passion, courage, and living a life that is true to you. At its heart is her Fire Formula, a simple yet transformative tool that helps women identify their true desires, values, and abilities to design a life that is authentic and meaningful to *them*.

Shannon doesn't just give audiences the "why," she shows them the "how" and offers a proven and concrete framework to overcome limiting beliefs and take imperfect but bold steps toward a more authentic, fulfilling life.

HOW TO BUILD YOUR BONFIRE: The Power of Collective Connection

From a simple Facebook group to one of the largest grassroots organizations in the country, Shannon Watts has seen firsthand the transformative power of community. In this talk, she teaches audiences how to build their own "bonfire" —a circle of trust, connection, and shared purpose. Shannon shares practical strategies for creating communities that don't just gather but *thrive*, burn brightly, and sustain those within them. Whether in neighborhoods, workplaces, or movements, she shows how collective energy multiplies individual courage and sparks lasting change.

Rx: CONTROLLED BURN: This Ancient Ritual is Ultimate Self Care

For centuries, Indigenous people have practiced what they call "good fire" — controlled burns that balance and restore the ecosystem, making it less susceptible to wildfires while creating new and open space for sunlight and new growth. This principle of fire management is just as true for you as it is for the earth.

In this keynote, Shannon shows how controlled burns in your own life are practices of self-care that clear the debris in your life and create space for you to unearth the version of yourself that is more authentic to who you truly are. They are ways to remove things from your life that no longer serve you and, in turn, to protect your energy. She will help audience members do a "controlled burn audit" and give four tips on how to hold firm in your controlled burn.

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Midlife Keynotes

IT'S NOT TOO LATE AND YOU'RE NOT TOO OLD: The Fertile Ground of Midlife

After founding the nation's largest grassroots gun-violence prevention organization in her 40s and becoming a *New York Times* bestselling author at 54, Shannon Watts knows firsthand that the second half of life can be the most powerful. In this empowering talk, she reframes midlife as a launchpad for reinvention. She shares practical tools for redefining your identity, shedding expectations that no longer serve you, uncovering dormant desires, and identifying new passions for your second or third act. Shannon helps audiences see midlife not as a winding down, but as the moment to step fully into the fire of their burning passions—whether they are personal, political, or professional.

DISCOVERING YOUR DORMANT DESIRES: Breathing Oxygen into Old Flames

Too often, women bury their deepest desires under layers of obligation, family, and work. Shannon Watts helps audiences reconnect with those long-forgotten passions and ambitions—the sparks that once lit them up but got sidelined by the demands of life. In this talk, she shares stories and strategies for uncovering dormant desires and bringing them back into practice. By giving voice to these hidden dreams, women reignite joy, creativity, and confidence in midlife and beyond.

THE EMPTY NEST IS AN INVITATION FOR REINVENTION: Turning Transition into Transformation

For many women, the empty nest years bring feelings of loss, confusion, or uncertainty. Shannon Watts reframes this life stage as a profound invitation to reinvent—professionally, personally, and politically. From personal experience, she shares how letting go can open doors to new passions, careers, identities, and adventures. This talk inspires women to embrace transition as the beginning of something expansive and to design their next chapter with courage and clarity.

Women's Leadership Keynotes

THE FIRE FORMULA: Unlocking Employee Passion

Passion fuels performance, yet many employees feel disconnected from what once inspired them. Shannon Watts introduces her Fire Formula, a simple but powerful tool that helps people reconnect with what makes them come alive. She then shows leaders how to align that energy with organizational goals. Drawing from her experience building a movement that thrived because it tapped into people's passions, Shannon demonstrates how companies can foster cultures where passion drives your work and your goals. She also equips readers with tactics to bust the four negative self-beliefs holding their teams back and strategies to unleash energy, creativity, and loyalty. With passion as their compass, leaders and employees will re-engage with work in ways that are both personally fulfilling and professionally impactful.

LIGHTING UP IS THE NEW LEANING IN: How Passion and Joy Drive Success

For years, women were told to “lean in”—to strive harder, take on more, and sacrifice to succeed. Shannon Watts introduces a new paradigm: lighting up. She argues that when women follow what energizes and excites them, they not only thrive personally but also transform their workplaces and communities. This talk is a call for leaders to build cultures where passion, joy, and authenticity fuel performance and innovation.

“THE HEATWAVE”: Women in Midlife Bring Passion, Energy, and Momentum into Leadership and C-Suite Roles

Far from slowing down, women in midlife are igniting new energy, perspective, and passion. Shannon Watts calls this surge the “Heatwave”—an often overlooked but immensely powerful force in business leadership. She makes the case that women 40+ bring unmatched drive, loyalty, and wisdom to leadership roles and shows how organizations can harness this momentum to propel innovation, culture, and long-term success. She also underscores the importance of implementing workplace policies that support women in menopause.