

Shannon Watts

"Summoner of Women's Audacity"



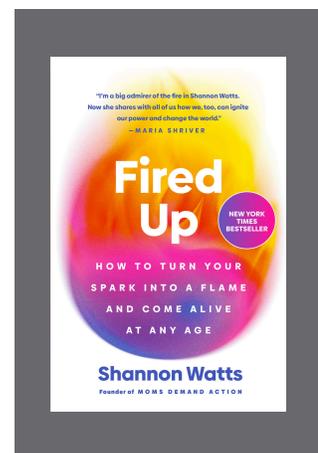
Shannon Watts organizes and mobilizes women to create political, electoral and cultural change. She was named one of *TIME's* 100 Most Influential People, a *Forbes* 50 over 50 Changemaker, a *Glamour* Woman of the Year, a *WORTH Magazine* Worth 100 and a 2025 *Parents* Next Gen Award Winner.

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.

For more information: shannonwatts.org/speaking

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