

# Shannon Watts

*"Summoner of Women's Audacity"*



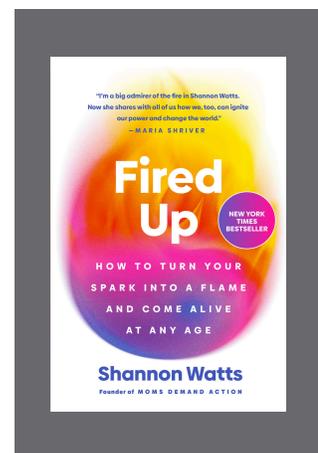
**Shannon Watts** organizes and mobilizes women to create political, electoral and cultural change. She was named one of *TIME's* 100 Most Influential People, a *Forbes* 50 over 50 Changemaker, a *Glamour* Woman of the Year, a *WORTH Magazine* Worth 100 and a 2025 *Parents* Next Gen Award Winner.

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 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.

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## **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.

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## **“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.