

**Helping leaders create a culture
of connection, where people -
and performance - thrive.**

**HUMAN CONNECTION EXPERT • LEADERSHIP SPEAKER
AUTHOR**

**SHANNON
TALBOT**



A NOTE FROM SHANNON

Why Your People Matter Most

Thanks for considering me.

Choosing someone to support your people, whether through a keynote, workshop, or coaching, is a big decision. I appreciate the opportunity to be part of that conversation.

Here's what I believe: when people feel connected to themselves, to each other, and to something bigger than their task list, they lead better, communicate better, and elevate the team.

That's what my work is all about.

Whether I'm on stage or in a coaching session, my goal is to spark real connection that drives trust, growth, and forward momentum. These aren't canned sessions. They're tailored to help people feel seen, supported, and ready to act.

Inside this package, you'll find an overview of how I help organizations build stronger teams, deeper leadership, and cultures where people and performance thrive.

If you have questions or want to explore ideas, I'd love to chat. Reach me at shannon@shannontalbot.com or 416-434-6073.

Here's to building something meaningful,
Shannon



Leaders are facing challenging times dealing with workforces that are...

50%

burnt-out

23%

engaged

25%

lonely
(remote workers)

\$500B

cost of lost productivity



A woman with blonde hair, wearing a dark blue sweater and a lanyard, is smiling and speaking into a microphone. She is holding the microphone with both hands. The background is a blurred crowd of people.

**AUTHENTIC.
IMPACTFUL.
ENERGIZING.**

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Shannon's Programs Help Professionals:



Feel a stronger sense
of belonging



Increase their engagement



Manage stress and
uncertainty better

Which Results In:



Higher productivity



Improved retention



Enhanced team resilience

By Equipping Participants To:



Communicate openly



Embrace challenges



Thrive as a team



WHO IS SHANNON TALBOT?

Shannon Talbot is a **Human Connection Expert, Leadership Speaker**, and **Author** who helps leaders build stronger teams and more connected, high-performing workplaces. With over 15 years of international leadership experience in financial services and advertising, Shannon has led transformative initiatives across the Americas, earning a reputation for energizing teams and fostering cultures of trust and collaboration.

As the author of the acclaimed book “**Breaking Free: Stop Holding Back, Start Being You**”, Shannon blends relatable storytelling with practical insights that challenge conventional thinking and inspire professionals to lead with clarity, authenticity, and impact. Her work has been featured on **CBC, Breakfast Television, CHCH, Business Insider** and **Chatelaine**, positioning her as a trusted voice in modern leadership and team dynamics.

Armed with an **MBA from the Schulich School of Business** and **certifications in transformational coaching** and **emotional intelligence**, Shannon brings both depth and edge to every stage or boardroom. Her ability to connect with people at all levels makes her a sought-after speaker, facilitator, and leadership advisor.

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LEAD WITH IMPACT COACHING PROGRAM (1:1 & GROUP)

A transformational coaching program, “**Lead with Impact**” helps leaders enhance team engagement, strengthen communication, and lead with confidence and authenticity. Available as a group program or 1:1 coaching, this experience empowers leaders to foster collaboration, inspire their teams, and elevate their impact within their organizations.

Over this professionally reflective journey, participants will set clear, actionable goals to advance their leadership capabilities and build stronger, more engaged teams. They’ll identify and overcome roadblocks such as self-doubt and perfectionism, develop strategies to enhance communication and presence and build the confidence needed to lead with authenticity and influence. The result? Greater confidence, stronger leadership, and a more connected, high-performing team.

Who should participate?

This program is ideal for organizations looking to develop high-potential employees into impactful leaders, strengthen team engagement and communication, and equip managers with the confidence and strategies needed to foster trust, collaboration, and motivation. Whether for emerging leaders or seasoned executives, "Lead with Impact" provides the tools to lead authentically, inspire teams, and drive meaningful results.

Clients of Shannon’s coaching programs have experienced:

- More engaged and productive teams
- A clear vision for their leadership goals
- 5+ hours of personal time back each week
- The confidence to take bold, purposeful actions



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TALKS / WORKSHOPS

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LEADERSHIP LESSONS FROM PRISONERS

Real lessons in vision, accountability and support.

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LEADERSHIP LESSONS FROM PRISONERS

Real lessons in vision, accountability and support.

What can a prison environment teach us about leadership? More than you might think.

Stripped of titles and distractions, the men Shannon Talbot mentors in a medium-security prison model a version of leadership rooted in self-awareness, vulnerability, and responsibility. In “Leadership Lessons from Prisoners,” Shannon draws on 15+ years of corporate leadership and powerful stories from behind the walls to show what’s possible when leaders make time for vision, take full ownership of outcomes, and surround themselves with the right support.

Leaders walk away with practical insight into how vulnerability builds trust, how accountability fuels meaningful progress, and how support systems turn potential into real change.

It’s an unexpected and deeply human reminder of what leadership looks like at its best.

Participants will walk away with:

- A renewed understanding of how setting a clear, shared vision drives alignment and performance.
- A modern definition of accountability—taking responsibility for results, not just effort—and how to model it as a leader.
- A framework to identify and build the support systems needed to lead with clarity, courage, and authenticity.



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THE CASE FOR YOUR 9-TO-5 FAMILY

Why Connection is the Culture Strategy You've Been Missing



THE CASE FOR YOUR 9-TO-5 FAMILY

Why Connection is the Culture Strategy You've Been Missing

In this powerful, story-rich, and practical keynote, Human Connection Expert Shannon Talbot challenges outdated norms of workplace professionalism. Drawing from her early leadership experience at Scotiabank—where fun and belonging drove results—she makes the compelling case that connection is not a soft skill; it's a leadership strategy.

Through her 5-part Connection Blueprint, Shannon equips leaders to build cultures where people feel seen, supported, and inspired to stay, not just for the job, but for the people. This talk is a rallying cry to rethink professionalism, rehumanize the workplace, and lead with the heart as well as the head.

Imagine how much more your team could accomplish if connection became their superpower.

Leaders will learn how to:

- Strengthen trust to improve engagement, retention, and cross-team collaboration
- Identify and address hidden friction points that quietly drain morale and performance
- Use connection as a lever for accountability, innovation, and real results



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THRIVING THROUGH CHANGE

Turning uncertainty into clarity, curiosity and connection

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THRIVING THROUGH CHANGE

Turning uncertainty into clarity, curiosity and connection

In today's world, change isn't a phase; it's a constant. Yet while technology evolves, organizations shift, and mental health challenges rise, one truth remains: how we show up as leaders determines whether our teams simply survive change or thrive through it.

In "Thriving Through Change", Shannon Talbot blends her global leadership experience with powerful, relatable stories to help leaders face uncertainty head-on. Through real talk, not buzzwords, she offers a human-centred approach to leadership that prioritizes clarity, curiosity, and connection. With humour, insight, and practical strategies, Shannon challenges leaders to stop waiting for stability and to start building the resilience needed for what's next.

Whether you're leading through growth, restructuring, or rising team stress, this talk will help you lead with clarity, curiosity and connection through uncertainty.

Participants will:

- Learn how to support their team's well-being and adaptability during times of high change and pressure.
- Walk away with actionable tools to lead with clarity, even when they don't have all the answers.
- Discover how to foster a culture of trust, resilience, and curiosity, starting with how they show up



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PARTIAL CLIENT LIST:

TRUSTED CLIENTS



TESTIMONIALS:

WHAT SOME OF OUR
CLIENTS ARE SAYING

“Thank you, Shannon, for participating in our Mental Health Awareness Campaign at Nestlé Canada! It was an inspiring and educational workshop on Burnout that resonated with all our employees & which brought people together in a new way. Your examples were relatable and inspiring – thank you, thank you!”

Maria Serraino, Nestle



“To keep our focus on well-being we had Shannon join our leadership team meeting to inspire and motivate our leaders to put their oxygen mask on first! Shannon showed great vulnerability in sharing her personal journey along with practical strategies to support our well-being both at work and at home. Shannon was able to facilitate a larger group ~45 in a virtual environment using different ways to engage the audience.”

Rebecca Charbonneau, VP, HR, Colliers



“We had Shannon come in and deliver a keynote for one of our Director’s Offsites on Beating Burnout. Coming from the corporate world, Shannon understood the challenges our participants faced and through her energy and passion, she kept them highly engaged. Plus she had them walking away with practical tools and tips to improve their well-being at work.”

Tiffany Wilson, Director, CGI

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in your career or life. If you've been holding back, if you feel something is missing but you don't know how to get it... If you want to say a big heck yes to your dreams... This book is for you.

lights you up, to exploring the fears and excuses that hold you back, past them, *Breaking Free: Stop Holding Back, Start Being You* will inspire women everywhere to go after what they want without guilt, compromise or sacrifice.

With rejection, loss, anxiety and stress as she works to balance her career and family, Shannon Talbot shows women how they can pursue their dreams, overcome obstacles, and break free of limiting beliefs so they can create the life and career of their dreams.

Real-life stories from remarkable women alongside practical tools that will help readers call BS on the stories they tell themselves to write new ones.

Shannon's focus on authenticity hits the mark. Your life is not a source of pride or a source of frustration, a lifelong adrenaline rush of anxiety. This book makes it very clear: it's your choice."

SETH GODIN, Former Chief Financial Commentator, CTV News

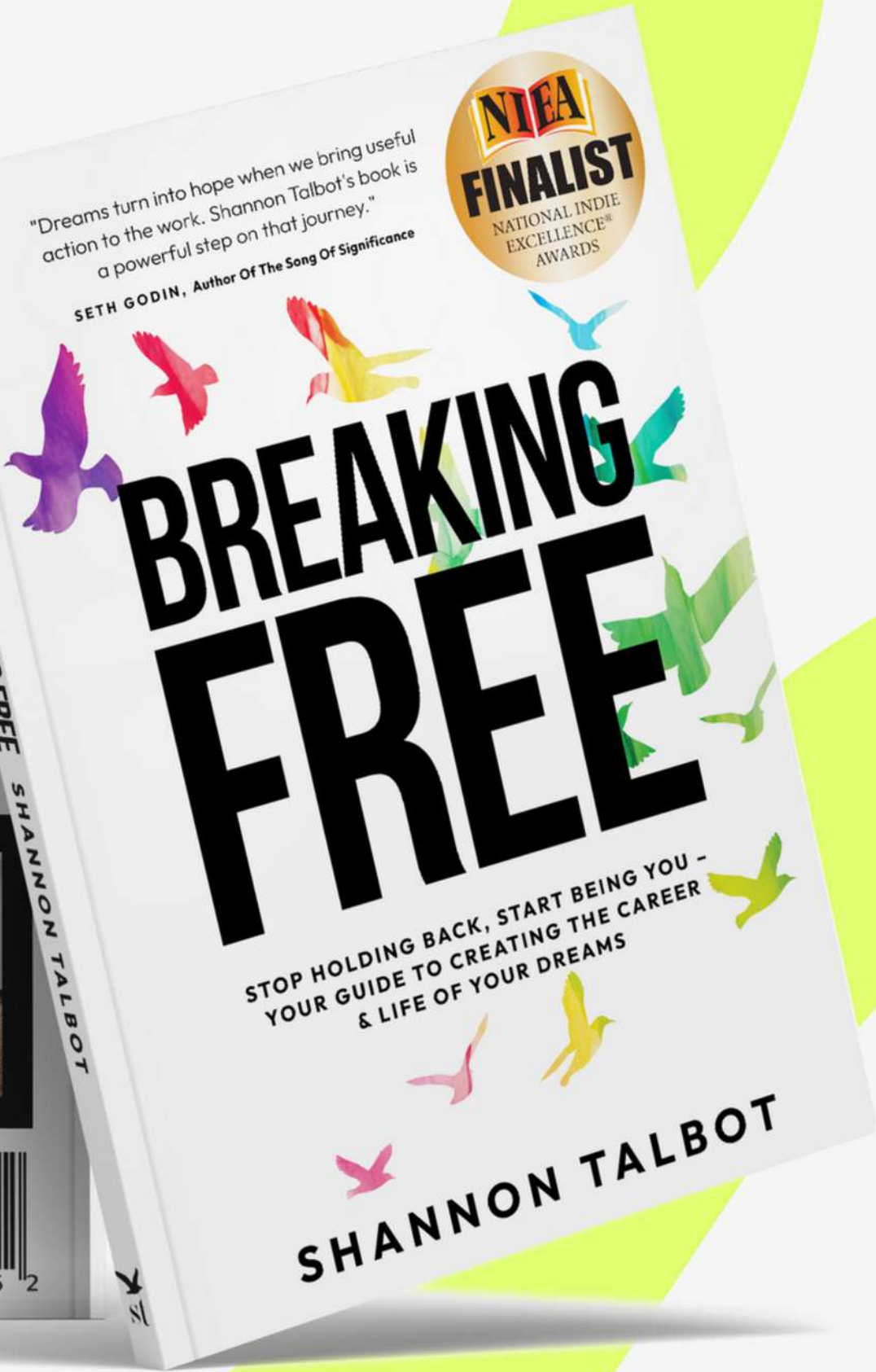
Certified Health, Life & Business Coach. A former corporate executive, she started her own company, Shannon Talbot Consulting, to help women maximize their well-being and more energy and joy across all areas of life.



Shannon is from the Schulich School of Business and has been featured on CBC Radio and the podcast, LifeHack and Thrive. She has helped hundreds of working women and entrepreneurs through coaching programs.

Shannon lives with her husband, two children, and a dog.

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BREAKING FREE

Stop holding back, start being you

“Dreams turn into hope when we bring useful action to the work. Shannon Talbot’s book is a powerful step on that journey.”

-Seth Godin, author of The Song of Significance

All audiences have the opportunity to purchase copies of Shannon’s book at a preferred group rate.

To learn more and place your order, please contact Shannon at:

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☎ 416-434-6073



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TO BOOK SHANNON

To learn more about Shannon's programs or to book her keynote services, please contact her outlining your request at:

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