

SHANNON TALBOT

LEADERSHIP SPEAKER, FACILITATOR, AUTHOR

Speaker Package





WHY SHANNON

A different kind of leadership speaker.

Thank you for taking the time to consider me for your event.

I know selecting a speaker is about more than content. It is about finding someone who will resonate with your audience and deliver something meaningful, practical, and memorable. Something they are still thinking about long after the room clears.

I speak about trust, burnout, and what gets in the way of honest leadership. Specifically, the mask most leaders put on somewhere along the way that quietly costs them their credibility, their well-being, and their best people. I call it *The Leadership Mask*.

My perspective comes from two very different worlds. 17 years of corporate leadership at Scotiabank, Loblaw, and Publicis Groupe. And over a year mentoring men at a California medium-security prison, where leadership is stripped of titles, hierarchy, and excuses.

I bring both worlds into your event with energy, honesty, and practical tools your leaders can use the moment they leave the room.

If this resonates with what your audience needs, I would love to explore how we could work together.

Shannon

SIGNATURE TALK

The Leadership Mask

What leaders hide behind, and what it costs when they don't stop

Many leaders wear a mask to appear more confident, credible, and in control. But the mask that feels like protection is often what quietly erodes the very things they are trying to project. Trust breaks down. Connection suffers. And the confidence others see on the outside rarely matches what the leader feels on the inside.

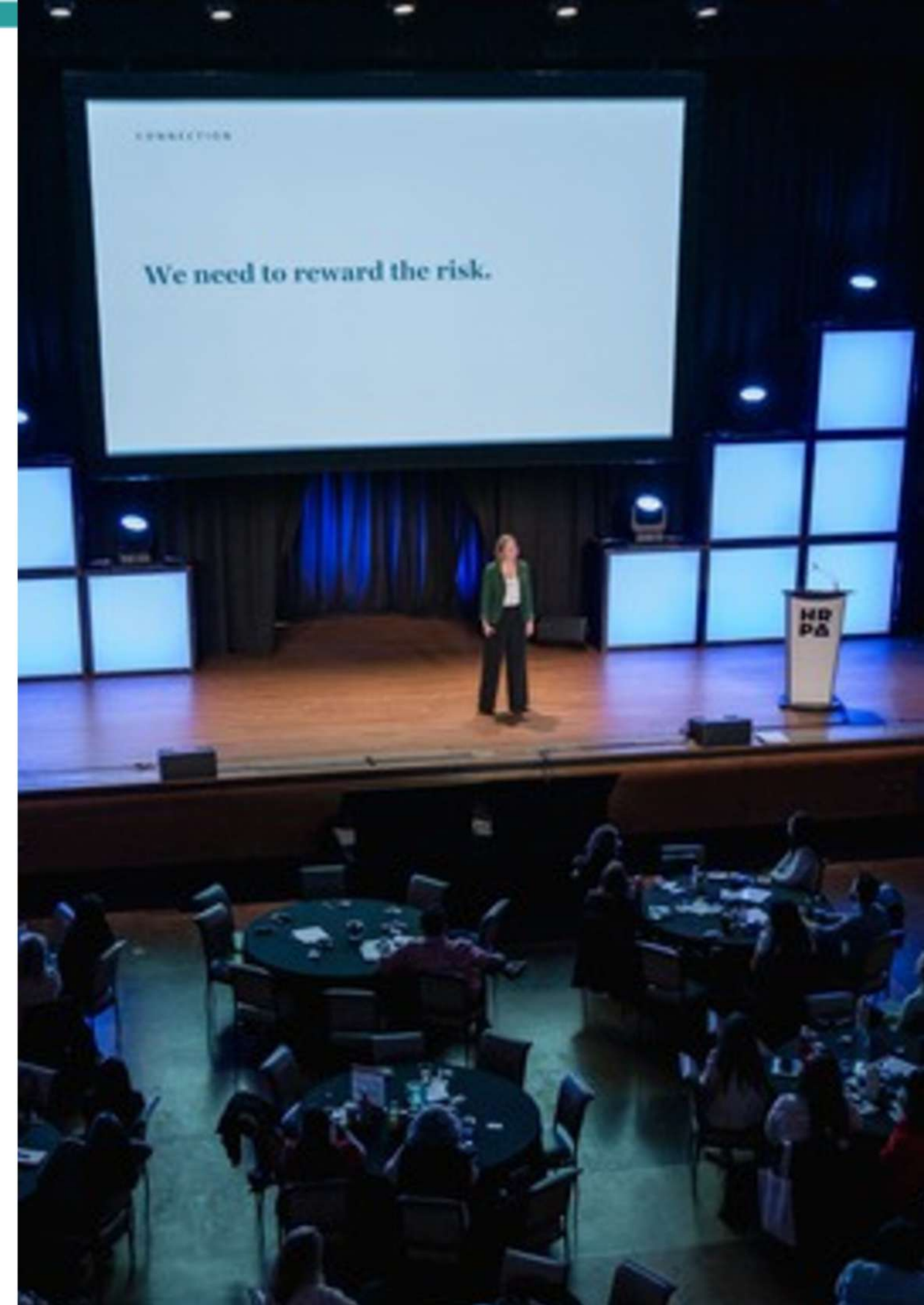
Shannon draws on 17 years of corporate leadership at Scotiabank, Loblaw, and Publicis Groupe and over a year virtually mentoring men at a California medium-security prison to explore what real leadership looks like when the performance layer comes off. What she found in both worlds is the same. Vulnerability is not a weakness. It is the tool that builds the credibility, confidence, and connection that high-performing teams are built on.

When leaders take the mask off, the people around them stop holding back. This signature keynote gives leaders practical tools to lead honestly, so their teams execute better, keep their best people, and thrive.

Participants will walk away with:

- An honest look at the mask they are wearing and what it is costing them and their team
- Why vulnerability builds credibility rather than undermining it
- Practical tools to lead honestly without losing authority

Best for: Opening or closing keynotes, leadership development days, senior leadership teams, and association conferences.



KEYNOTE

The Trust Gap

What leaders miss even in great cultures

People get along. Work gets done. And yet something is missing. Feedback gets filtered. Concerns go unspoken. Decisions get made without the full picture. And the gap between what leaders think is happening on their teams and what is actually happening becomes one of the most expensive problems in the organization.

Shannon draws on 17 years of global leadership at Scotiabank, Loblaw, and Publicis Groupe and over a year of virtually mentoring men at a California medium-security prison to explore what trust actually looks like when titles, status, and hierarchy are stripped away. Trust does not break down because people are dishonest. It breaks down because so many of us were taught that trust is earned over time, not built through the daily courage it actually takes to show up openly as a leader.

Research shows that high-trust teams outperform low-trust teams in productivity, retention, and innovation. This keynote gives leaders the understanding and tools to close that gap, build trust that holds under pressure, and create the conditions for their people and their organization to thrive.

Participants will walk away with:

- Why trust breaks down even in cultures where people get along
- How to hear what their team is not saying before it costs them
- Practical tools to build trust that holds up under pressure and change

Best for: Leadership conferences, executive teams, annual offsites, and organizations navigating growth or change.



KEYNOTE

Thriving Through Change

Turning uncertainty into clarity, curiosity and connection

In today's world, change is not a phase. It is a constant. Yet one truth remains: how leaders show up during uncertainty determines whether their teams simply survive change or thrive through it.

In this talk, Shannon blends her experience leading complex initiatives across 25 countries at Scotiabank, Loblaw, and Publicis Groupe with powerful, relatable stories to help leaders face uncertainty head-on. Through real talk, not buzzwords, she offers a human-centred approach that prioritizes clarity, curiosity, and connection. With humour, insight, and practical strategies, Shannon challenges leaders to stop waiting for stability and start building the resilience needed for what is next.

This keynote gives leaders the tools to lead with clarity and honesty through uncertainty in a way that keeps their teams engaged, productive, and moving forward.

Participants Will Walk Away With:

- How to support their team's wellbeing and adaptability during times of high change and pressure
- Actionable tools to lead with clarity, even when they do not have all the answers
- How to foster a culture of trust and resilience that protects engagement and retention

Best for: Organizations going through restructuring, rapid growth, or leadership transitions. Teams navigating uncertainty.



KEYNOTE

From Burnout to Brilliance

How honest leadership fuels performance and wellbeing

The most burned-out leaders in any organization are often the ones nobody worried about. Because they looked fine. Burnout is not a workload problem. It is a masking problem. And that is exactly why most solutions do not work.

Shannon knows this firsthand. For years, she hid near-crippling anxiety behind a performance so practiced it had started to feel like the truth. Before high-pressure meetings, she was taking half a Gravol to settle her stomach while her team thought she was one of the most confident people in the room. She looked fine. She was not.

This keynote gives leaders practical tools to recognize the real signs of burnout, address the root cause, and create conditions where people can go from burnout to brilliance.

Participants will walk away with:

- Why conventional burnout solutions do not stick and what the real causes actually are
- How to recognize the individual signs of burnout before they derail their team
- Practical strategies for leading sustainably while maintaining high team performance

Best for: Mental health awareness programming, women in leadership conferences, leadership teams, and any organization where burnout is present but nobody is talking about the real cause.



Shannon has spoken for leaders at:





ABOUT SHANNON

17 years of corporate leadership across financial services and advertising, including roles at Scotiabank, Loblaw, and Publicis Groupe, leading teams and initiatives across 25 countries. High-stakes work, real stress, and a front-row seat to what leadership looks like when the pressure takes over.

Shannon knows what it feels like to show up as the confident leader while struggling privately. For years, she hid near-crippling anxiety behind a performance so practiced it had started to feel like the truth. When she finally stopped and started leading honestly, everything changed.

Shannon's book caught the attention of a correctional officer who reached out asking if she would mentor men at a California medium-security prison. For over a year, she has spent time weekly with men who have lost everything. No title. No excuses. Just the hard work of leading themselves differently.

CREDENTIALS

- Leadership speaker, facilitator and author with five years in business
- 17 years of global leadership in financial services and advertising across Scotiabank, Loblaw, and Publicis Groupe
- Led teams and initiatives across 25 countries
- Spoken in intimate rooms of ten to stages in the hundreds for clients including Nestle, HRP, National Bank, Large Credit Union Coali, Enbridge, and more
- MBA, Schulich School of Business
- Facilitator and Chair, MacKay CEO Forums
- Certified EQ practitioner and Transformational & Mastery Coach
- Author of Breaking Free, finalist for the National Indie Excellence Awards
- Featured on CBC Radio, Breakfast Television, Business Insider, and Today's Parent
- RBC Women of Influence 2025 Nominee

[Keynotes \(30-90 min\)](#) | [Workshops \(half or full day\)](#) | [Organizational Programs](#)

TO BOOK SHANNON

Ready to bring one of these topics to your audience?

Reach out to start a conversation about your event and how to make it the experience your leaders will still be talking about long after the event ends.

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