



AMBER SWENOR

Transformational Leadership Coach, Business Strategist, Authenticity Expert, Musician & Best-Selling Author

**ENGAGING, TRANSFORMATIVE, ACTIONABLE
TALKS FOR PROFESSIONALS AND LEADERS**

About Amber

Amber is a high-energy, heart-centered leader committed to elevating others to step into their authentic power for the betterment of their lives, communities and companies. She imagines a world where heart-centered leadership is commonplace and where individuals thrive in their authenticity. Her personal and professional background informs her talks including being the first generation in her family to graduate high-school, a background in sales, marketing, as a business owner in the spaces of professional leadership development, business strategy, personal development, marketing and CBD, along with her journey navigating online negativity and sexism as a musician in a male dominated genre.

The combination of lived experience and professional work as a certified transformation coach and business strategist lead her to uncovering the connection between authenticity as a path for people to experience greater personal freedom and career success. Today she shares this knowledge through talks that guide audiences on how to embrace and embody authenticity as a catalyst for greater impact, to become more powerful leaders, and for lasting transformative change in their own lives and careers.

Audiences relate to Amber's approachability and her ability to facilitate real time change, while providing take-home tools for audiences to continue making meaningful strides.

Amber is a certified transformational coach and retreat leader, the founder of Soul Seed providing transformational leadership coaching and business strategy. She's the front person in melodic metal band, Morningstar. Her book is a #1 Wall Street Journal, USA Today and Amazon best seller; *Unleashed: A been there Rocked that Guide to Radical Authenticity in Life and Business*.

Popular Themes

- Leadership Legacy
- Authentic Leadership
- Authentic sales & marketing
- Brand Growth Strategy
- Personal Brand
- Resilience & Change
- Being an entrepreneur within a team
- Managing overwhelm/burnout
- Aligning values and managing overwhelm for greater career success
- Building Confidence/Imposter Syndrome
- Organizational & self lead leadership
- Cultivating transformational leadership
- Women's Empowerment & Women in Workforce
- Personal & Professional Change & Development

Popular Keynote for 2023

Becoming Unleashed: Uncover your authenticity, unlock your growth opportunity and unleash your leadership legacy

Popular Breakout Topics

- Developing your Brand
- Creating alignment across your life and career: Align your values, reduce overwhelm and expand your leadership
- Stop Selling, Start Serving (heart-centered sales)
- Building a Values-Based Culture

"Weeks later our members are still talking about how impactful your talk was, how it helped them see themselves as a brand, and how they are putting it into action!"

-Catherine Krein, Marketing & Communications Director for American Association of Daily Money Manager

"Amber had the audience singing, clapping and very involved! It was an empowering talk! She is such a fun business speaker!"

-Alex M, Media Management Professional

"Amber had this special way of making everyone feel included in her talk! I learned so much about brand building, the importance of company values, and how to create a meaningful customer experience. She inspired me to think about how to put these ideas into practice in my own business."

Sandy Joudrey, Real Estate professional

Working in city government, we don't tend to think of ourselves as a brand, however, after attending one of Amber's recent talks, I learned the importance of creating core values and defining your brand for any company or organization. I took what I learned in this talk and brought it back to my team and thanks to Amber's teachings, we are now moving forward with defining our organization's values and brand, which will help us have a united foundation as we move forward in our work! If you want your organization or company to thrive in today's world, I highly recommend hiring Amber as a speaker or business coach!"

*--Corie, Communications Manager
City of DeForest WI*

"You've inspired me to think differently... I am so moved by how different I feel about the prospects for my life within just days since your talk!"

-Attendee from a conference in 2022



Booking Information



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