

# Unlock Your True Potential: in Business and Life

Empowering You with the Tools to Overcome Challenges,  
Build Resilience, and Achieve Success Through  
Keynotes, Coaching, and Transformative Workshops.



## JJ Ferrari Speaker Bio

JoAnna “JJ” Ferrari is a dynamic and transformative keynote speaker who brings authenticity, humour, and a wealth of experience to every stage she graces. With over 30 years of business leadership and personal transformation under her belt, JJ captivates audiences by sharing her powerful journey of resilience, courage, and reinvention. Her storytelling is not only engaging but also deeply impactful, leaving audiences motivated to embrace change, push past fear, and unlock their full potential. JJ’s speaking topics cover a wide range, including leadership development, overcoming fear, fostering inclusion, and building confidence. From the corporate boardroom to large-scale events, JJ knows how to connect with her audience, inspire action, and deliver real value. Her talks are more than just presentations—they are experiences that challenge norms, spark new thinking, and encourage growth in both personal and professional spheres.

## The 5 Major Benefits of Working with JJ Ferrari

- Whether through speaking engagements, coaching, or workshops, JJ’s approach is grounded in real-world solutions that lead to measurable business and personal growth.
- Her coaching and workshops focus on identifying limiting beliefs, building confidence, and mastering personal growth, allowing individuals to step into their true leadership roles.
- Clear, powerful communication is one of JJ’s core strengths, helping clients and inspiring them to take action.
- Tailored solutions for lasting impact. Whether speaking, coaching, or in workshops, she ensures relevant content, personalised, and aligned with her clients’ goals to create lasting change.
- Unmatched Experience and Expertise With over 30 years of experience working with global brands and businesses across multiple industries, JJ brings unparalleled knowledge, insight, and leadership to every project. Her track record of success speaks for itself, making her a trusted partner for those seeking transformative results.

## JJ Ferrari’s Presentations:

### Fear into Confidence

This keynote presentation [and now a book] is a deep dive into the journey from fear to confidence—a path I know all too well. I share practical, real-world strategies on how to stop letting fear control you, and instead, use it as a guidepost toward success. This is not about pushing fear away but learning how to transform it into a source of strength. Attendees will walk away with actionable tools, including how to rewire their brains for confidence, embrace setbacks as part of growth, and create a roadmap to shift from surviving to thriving. If you’ve ever felt stuck, afraid, or overwhelmed by life’s changes, this keynote will guide you toward discovering new possibilities without the pressure.

### Key Presentation Takeaways:

- A clear understanding of how to transform fear into confidence.
- Tools to rewire their brain’s response to fear and stress.
- The confidence to pursue new goals without fear holding them back.
- Techniques for building resilience in both personal and professional life.
- A practical, repeatable process for achieving long-term success.

“[Virtual presentation] I wanted to say a huge THANK YOU for joining us on Wednesday to share your story. We had over 100 people join the call and in the meetings I’ve had since Wednesday morning everyone has been talking about how much they enjoyed your presentation, what a refreshing view you shared, how thought provoking it was and what an inspiring story. You kept us all enraptured and we could have easily listened to you for another hour! It was so lovely to meet you and we wish you all the best. “-McCain Foods

### **The Everyday Ally- Fostering Inclusion and Personal Growth**

In *The Everyday Ally*, JJ Ferrari introduces a transformative approach to allyship that was born from her own personal journey. While seeking allies during one of the most challenging periods of her life, JJ uncovered an unexpected truth: those around her needed her to be an ally just as much. She shows that being an ally is about unlocking your own potential by connecting deeply with others. JJ demonstrates how allyship fosters inclusion, positivity, and engagement in any business or community. Attendees will discover how everyday acts of allyship can strengthen workplace culture, create lasting impact, and drive both personal and organisational success.

#### **Key Takeaways**

- Recognising your strengths allows you to support others effectively, while acknowledging your weaknesses helps you seek the right allies for your own growth.
- Learn actionable steps to empower those around you and make a meaningful impact on both personal and professional levels.
- Effective communication is the foundation of allyship. JJ shares key strategies to ensure your message resonates, builds trust, and strengthens relationships.
- Respect is the cornerstone of lasting relationships. JJ explores how giving and receiving respect elevates everyone involved, making it stronger than love in professional settings.
- Growth comes from learning and teaching. JJ reveals how to continuously learn something new and share your expertise, creating stronger teams and fostering a positive workplace culture.

“JJ is unapologetically JJ in a way that makes the audience feel safe, energised and motivated to make the world a better place. JJ has a humble approach to telling her story in the most honest and open way she can. JJ overlays important and complicated topics with humour and relatability, keeping the audience engaged for the entire session. We had absolutely glowing feedback from attendees, many saying it was the best LGBTQIA+ event they had attended at their time in the organisation. Highly recommend JJ as keynote speaker for any upcoming events.” -*Financial Services Client*

### **Leading From Personal Transformation**

Ten years ago, when I began my gender transition, I had no roadmap—just uncertainty and chaos. No goal-setting or massive action could prepare me for what lay ahead. Alone and seeking answers, I crafted my own survival guide, pulling from my past successes and failures. That guide preserved my sanity and became the foundation for leading through personal transformation. Today, I still use those same tools to navigate conflict, build resilience, and lead through change. In this powerful presentation, I'll share my journey of embracing change and show you how to harness the transformative power within yourself. This isn't just about leadership—it's about turning personal transformation into the fuel that drives exceptional leadership.

#### **KEY TAKEAWAYS:**

- Embrace Transitions: Understand that change is part of both personal and professional growth.
- Foster Empathy and Connection: Build solidarity and support among your team.
- Cultivate Adaptability: Learn how to navigate change with resilience and purpose.
- Lead Your Own Transformation: Take charge of your journey and inspire those around you.
- Share and Grow Together: Use your experiences to create a supportive community of growth.

“[Virtual presentation] Just to let you know that the talk JJ delivered for us was very well received within Microsoft. We had a number of people commenting that the subject JJ spoke on ‘Leading through Personal Transformation’ was really relevant, especially as Microsoft have had a few roles impacted recently. The GLEAM team who hosted the event also commented how lovely and engaging JJ was.” - *Microsoft*