



## ABOUT TERRI

Executive, Author, Keynote Speaker, Lobbyist, Philanthropist, and Social Impact Strategist – Austin Business Journal's Most Influential Women in Central Texas, Amazon best-selling author of Find Your Fire, and movement maker behind The Great Me-Set™.

Terri is a top leadership keynote speaker, lobbyist, and best-selling author. Her inspirational and pragmatic approach, The Great Me-Set™, coaches leaders on how to align their path with their purpose and ignite meaningful change in both their organizations and communities. As one of the country's racial equity and social impact thought leaders, Terri's commitment to creating meaningful, groundbreaking, and systemic change is clear.

## KEYNOTE SPEAKER TOPICS

Business

Change Leadership

Social Impact

Empowerment

Diversity, Equity, Inclusion, Belonging

Women's Leadership

Inspirational, Leadership and  
Motivational Speaker

Behavior Change Mindfulness

## SUGGESTED KEYNOTE SPEAKER PROGRAMS

### The Great Me-Set™: Finding Comfort and Growth

You deserve to be the best version of yourself possible. To realize that potential, you must invest in yourself and give yourself the things you need to flourish – things like time to recover, time to renew, and time to just be. This is a part of your Great Me-Set. The Great Me-Set can feel uncomfortable, especially if it's new and unfamiliar—but, like any new habit or skill, you must practice often. In this keynote, Terri draws on her own experience as an executive leader and Movement Maker to share practical advice on things to do to become more comfortable in a “Me-Set” mindset and provide insight into some ways to know that you're on track to realizing your potential.

### Creating Movement Amidst The Great Me-Set™

COVID changed the world around us, but it did not change our work. Now, more than ever, social movements and change leadership are needed that guide us in a direction of prosperity, innovation, and inspiration. However, the rules of the game have changed. In this post-Covid world, how we initiate, generate, and motivate leaders for change is different than before—we have all changed as individuals from this experience, and we have to expect the same for our workplace and communities. The exciting part is that despite the fear and uncertainty that still surrounds us, the change is in a direction of increased authenticity. In this talk, Terri will outline some ways the world has changed, how movements are behaving differently, and how leaders can tap into this potential to inspire.

### Ignite Clarity Using The Great Me-Set™

Where do we begin when we find the energy within us to go, but it isn't clear what direction we should head in? What if we start on a path and we realize that's the wrong direction? In this talk, Terri discusses the importance of listening and being present as a compass and ways to embrace a meaningful and intentional “Me-Set” that provides a sense of direction and the tools to confirm we are on the right path.





## WHY TERRI

Terri Broussard Williams' infectious energy and tenacity are matched only by her ability to inspire others to do good. Terri has spoken at Fortune 500 companies to inspire teams to create change, she has served as a mission ambassador for large non-profits, and has traveled internationally to tell her story. One of her most distinguished accomplishments includes the passage of a key piece of legislation, such as The Louisiana Smoke-Free Air Act. Terri's mission is to encourage leaders to embrace The Great Me-Set™ mindset and ignite their passion to drive meaningful movements within their communities and throughout the world.

## FEATURED SPEAKER





THE GREAT  
ME-SET™



"Terri Broussard Williams sneaks up on you as a speaker. Where some jump on stage with a loud bang, her understated style draws audiences in, inspiring them to hang on her every word. Her **INSIGHTS ARE MEANINGFUL**, her stories illustrate a wide spectrum of experiences...If you're ready to leave your audience inspired and empowered to tackle the next challenge, Terri won't let you down."

*Stacy Amijo*

Chief Experience Officer, Amplify Credit Union

"Terri is a **CHARISMATIC AND ENGAGING** speaker, with the unique ability to speak to her audience as though it is person-to-person with personal and heartfelt stories. Her "Getting out of a Rut to Lead" talk was a great keynote for our International Women's Day Events, providing attendees with tangible and obtainable goals and the **INSPIRATION TO ACT.**"

*Jason E Kelley*

GM Blockchain Services, IBM Global Business Services

"Terri was **ENGAGING, AUTHENTIC AND A GREAT STORYTELLER.** Will definitely dive deeper into the #FirestarterFormula she shared. This was a **WELL-INVESTED** hour of my time, from which I anticipated many returns."

*Alumni Member*

American Express Leadership Academy.

Terri Broussard Williams

**FIND  
YOUR  
FIRE**

STORIES AND STRATEGIES TO *INSPIRE*  
THE CHANGEMAKER INSIDE YOU

## AWARDS

- Most Influential Women in Central Texas – Austin Business Journal (2012)
- Concordia University Excellence in Leadership Award (2013)
- Austin 40 Under 40 – Government and Public Affairs Winner (2014)
- Executive of the Year – Greater Austin Black Chamber of Commerce (2014)
- Women of Distinction – Girl Scouts of Central Texas (2017)
- Excellence in Social Impact Award – University of Pennsylvania (2020)

## RECOGNITION FOR *FIND YOUR FIRE*

- #1 Amazon New Release and #1 Amazon Best Seller for Women in Politics
- #6 Cosmopolitan Best Non-Fiction Books of 2020