SPEAKER TOPICS

# Sandra Garcia Green



Keynote Speaker · Leadership Strategist · AI & Brand Educator

Founder, Encounter Your Potential

**TEDxHarlem Speaker** | **Grow with Google Facilitator** | **Goldman Sachs 10KSB Alum** | **NAMIC Board of Directors** | **Ragan Top Women in Communications**

Sandra helps leaders and business owners build the confidence, brand and AI fluency to grow. A marketing strategist behind work for Google, JPMorgan Chase, HSBC Bank, and Cisco and a longtime Grow with Google facilitator, she brings Fortune 500 strategy and a facilitator's energy to every room. Audiences leave with tools they use the next morning.

01 · SIGNATURE KEYNOTE

## The P.O.W.E.R Framework: Encounter Your Potential

A five-step systemfor buildingconfidence, presence, and influence at your next level.
For founders, executives, and leaders in transition.

**P**

**Preparation & Presence**

Unshakable confidence through deep work and rituals.

**O**

**Own Your Confidence**

Outer competence and inner self-worth.

**W**

**Worthy of Success**

Activate your signature strengths for maximum impact.

**E**

**Engage & Expand**

Seek strategic discomfort for growth.

**R**

**Refine & Recalibrate**

Feedback loops for continuous evolution.

## More Signature Keynotes

02

### Bridging Worlds, Building Leaders: The Path to Inclusive Leadership

From Sandra's TEDxHarlem talk: how leaders turn difference into a performance, retention, and innovation advantage.

**Best for: Organizational leaders**

03

### Brand the Leader, Grow the Business: Personal Branding as a Growth Strategy

A practical system for defining, communicating, and monetizing your leadership brand, online and in the room.

**Best for: Entrepreneurs & executives**

04

### From Corner Office to Boardroom: Positioning Yourself for Board Service

What nominating committees look for and how to build a board-ready brand, informed by Sandra's own board service.

**Best for: Transitioning leaders**

**Trusted by**

Google · JPMorgan Chase · HSBC Bank · Cisco · Microsoft · Merck · NYU · Unilever · New York Power Authority

WORKSHOPS & MASTERCLASSES

# Tactical sessions.

Book standalone or pair with a signature keynote for a full-day experience.

05 · AI & AUTOMATION

### The AI-Powered CEO: Automate Without Losing the Human Touch

Map where time leaks, then build 3 to 5 AI workflows for marketing, sales follow-up, and admin to launch the same week.

**Best for: Business owners & entrepreneurs**

06 · AI & AUTOMATION

### AI for Leadership Teams: From Curiosity to Capability

Adoption strategy, guardrails, and change management so your teams use AI well, not just try it.

**Best for: Organizational leaders, HR & L&D**

07 · LEADERSHIP

### Executive Presence That Opens Doors

Communication, visibility, and influence for leaders ready to be seen, heard, and chosen for the next seat.

**Best for: Rising & transitioning leaders**

08 · LEADERSHIP

### The Reinvention Playbook: Leading Your Next Chapter

From corporate to founder, consultant, or board member: reposition your expertise and make the leap with a plan.

**Best for: Transitioning leaders**

09 · BUSINESS GROWTH

### The CEO Playbook: Winning Contracts Through Certifications

MWBE, WOSB, 8(a), and set-asides decoded: get certified, find opportunities, and price and negotiate with confidence.

**Best for: Business owners**

10 · BUSINESS GROWTH

### Go-to-Market Like a Fortune 500, on a Small Business Budget

Enterprise-grade positioning, messaging, and launch strategy from work with Google, Chase, and Cisco, scaled for growth.

**Best for: Growth-stage entrepreneurs**

## FORMATS

- Keynote (45 to 60 min)
- Interactive workshops
- Half day working sessions
- Keynote + workshop package
- Fireside chat
- Panel moderation

In person or virtual

## IDEAL FOR

- Leadership conferences
- Small business conferences
- CEO forums
- Women's leadership summits
- Executive offsites & retreats
- ERGs & L&D programs

## BOOK SANDRA

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**Scan to Book a Call**