



# Experience **Allison Massari**

Resilience Expert, Burn Survivor, Artist, Entrepreneur, Inspirational Storyteller

**“Unforgettable. Your audience will be forever changed.”**



Named One of the “Top 10 Best Speakers” in  
North America for “Motivation” – M&C Magazine

**“The BEST Keynote we have ever had!”**



ALLISON **MASSARI**  
TRIUMPH • TRANSFORM • THRIVE



### **Deliverables in Allison Massari's Keynote:**

- Master Adversity
- Amplify Self-Leadership: Having Personal Command in All Moments
- Alleviate Burnout
- Clearly Understand the 5 Components of a Fully-Functioning Resilience Mindset
- Expand Courage and Unconditional Confidence
- Grow a Mindset to be Vibrant, Alive, and in Command of Your Life
- Support and Encourage Your People
- Inspire Compassionate Leadership
- Achieve Peak Success Through Tough Times
- Establish a Foundation for Wellness and Well-Being
- Reclaim Your Passion for Your Life's Work
- Deepen Self-Awareness and Enhance Emotional Intelligence
- Grow Impeccable and Inspired Personal and Professional Development
- Advance the Ability to Advocate for Yourself
- Elevate the Company Culture Through Heart-Led Teamwork
- Unify and Build a Happier, more Productive Workforce
- Illuminate the Influence and Gift of Empathy
- Empower Leadership to Support Your Teams
- Receive a Balm of Hope, Comfort, and Well-Being from Allison
- Triumph Through Change
- Ignite the Power of the Human Spirit

**"Your bravery is astounding. You are completely AMAZING!!** Thank you for your insightfulness. Thank you for giving us energy and hope! You are without question brilliant like the very sun."



# Master Adversity, Triumph Through Change, **Live with Heart**

## Topics:

- The Fire Within — The Art of Bold Self-Leadership**  
 Launching with a powerful story of triumph after being burned alive in a fire, Allison Massari’s astounding keynote offers life-changing tools to immediately rise above any obstacle and ignite an unquenchable passion and inspired vitality. This program elevates self-leadership—reconnecting audiences to their purpose and providing confidence in their work. Your people will be forever changed.
- Activating True Resilience: Self-Mastery and The Five Kinds of Courage**  
 Allison Massari’s innovative and timely keynote reveals the five active qualities that we all need to access in order to build and sustain a healthy, fully-functioning resilience mindset. In this program Allison teaches, “In the fullness of true resilience, you don’t just survive—you become a better version of yourself on every level. You come into true aliveness.”
- Retain Your Workforce Through A Heart-Led Culture Shift**  
 Build a happier, more productive workforce and fully engage the hearts of your people. Allison’s unforgettable keynote is a celebration of the human spirit—inspiring heart-led leadership and empathy in the workplace, and tools to alleviate burnout and excel within a changing world. She explains how to take command of our work culture: “Instead of waiting for the world to give us what we want and crave, we can choose to GIVE what we want to receive - to “Be the One.”
- Leadership Lessons: Courage and the Mighty Heart —Nurturing Organizational Transformation**  
 With keen insight and appreciation for the challenges faced by leaders today, Allison teaches the mindset to successfully manage adversity and lead with heart—while addressing the personal side of their leadership and the everyday challenges of being human. This dynamic and poignant program provides innovative leadership lessons that invigorate and fortify participants to be able to tackle their work with newfound vigor and expansive thinking.
- Customization for Healthcare: "You are the Medicine"**  
 Allison’s life-changing healthcare keynote illustrates the fact that every healthcare professional—including those who do not have direct patient contact—have a crucial impact on person-centered care. As Allison states, “The power of what you do goes far beyond the technical part of your job. You are healing the places medicine cannot touch. In fact, YOU are the medicine.”





## Allison's keynote is tailored for **every audience:**

Allison is passionate about tailoring her speech to address the specific issues affecting each market. She takes great care in getting to know her clients—their industry distinction, their mission, and their people. Her empathy and her capacity to precisely acknowledge and appreciate the work that is done in any organization provides extraordinary support and inspiration to audiences worldwide.

Whether she is speaking to leadership teams or to your entire workforce, Allison compassionately highlights each person's value and demonstrates how their work connects to the overall mission. In Healthcare, for instance, Allison's groundbreaking program addresses the current challenges faced by the medical industry, including burnout, under-staffing, time restraints, employee retention, compassion fatigue and everyday stresses. Audiences experience the far-reaching and vital impact of their work and walk away feeling more connected to their purpose and to each other.

According to research from the *Journal of Healthcare Management and Current Directions in Psychological Science* (Wiley-Blackwell), programs like Allison's are directly linked to **higher performance, fewer sick days, more engaged employees, less turnover, and higher company profits.**

"Grit...that internal strength, that fight and fortitude IS the first, vital, and most important component of resilience to get through a shock or a very difficult situation. But it's not even close to the whole story of where resilience can take us. There is so much more nuance to it. There is so much to look forward to.

**Resilience, in its fullness, takes us to a life that is better than before.**

In the fullness of true resilience you don't just survive—you become a better version of yourself on every level. You come into true aliveness."—Allison Massari





## MEET ALLISON

**While most speakers have a story to tell, there are a select few with one so impactful and poignant that the audience is forever changed.** That is what happens when Allison Massari speaks. Hailed as “life-changing” “riveting” “extraordinary” “bold” and “deeply moving” Allison Massari’s work is a celebration of the power of the human spirit, and her journey is the quintessential story of courage and heart. Allison’s potent message has reached audiences in more than 75 countries and is a testament to hope, radical compassion, and indestructible perseverance.

A top keynote speaker, Allison has been recognized with esteemed speaking engagements internationally. She has been featured on PBS, ABC, NBC, and FOX networks and also stars in the award-winning international documentary, *Resolve* (2015). Her diverse client list includes: Microsoft, GE Healthcare IT, Intel, MDRT, Capital One, Wells Fargo, Kaiser Permanente, 3M, Lilly, HIMSS/CHIME, Allscripts, Siemens Healthcare, and McKesson.

Allison’s unique history gives her compelling authority to address difficult issues with profound insight and sensitivity. Early in her career as an artist and entrepreneur, Allison nearly lost her life in a fiery and explosive collision. Hit head-on at 60mph, she was trapped inside her car, burned alive and suffered 2nd and 3rd degree burns on over 50% of her body, conscious the entire time. Astonishingly, navigating the experience compelled her to discover an unshakeable strength and fortitude—and carefully learn the intricacies of what it takes to overcome adversity and live with heart.

Through captivating, hope-filled stories, Allison shares her personal journey and transforms audiences, generating renewed excitement for their life and work. Her unforgettable keynote instills essential tools of self-leadership—teaching how to boldly access grace and resilience and be a dynamic force of goodness in the face of challenges. As Allison states, “We can each make a vigorous, life-changing choice to navigate our way through and beyond adversity and be a force of light for ourselves and others.”

Allison is also an award-winning visual artist. Her work has been sought out by museums and private art collectors internationally and is in the permanent collection of the Museum of Fine Arts in St. Petersburg, Florida. Her colorful and sublime visual art serves as a breathtaking backdrop to all of her keynotes.

Allison Massari’s keynotes are jaw-dropping, heartfelt, and deeply inspirational. Prepare to be taken on a journey.





## Allison Massari Offers Unparalleled **Benefits**

1. **Inspiration:** Discover how good can prevail in the most difficult situations. Allison has the unique ability to powerfully capture an audience with her story.
2. **Mastery:** Allison's program offers tools to successfully manage debilitating emotions that inhibit creativity, motivation, and productivity.
3. **Meaning:** By underscoring the essential qualities of determination and compassion, participants feel more engaged and passionate about their work, resulting in a healthier, more gratifying work environment.
4. **Happiness:** Build a foundation for personal and professional well-being with real solutions to navigate adversity and the everyday challenges of being human.
5. **Productivity:** Equipped with tools to handle stress and manage trials more effectively, employee loyalty, ownership, and efficiency can reach new heights of achievement.
6. **Confidence:** Participants learn to respond to difficult circumstances, innovate, and constructively engage with co-workers and the world around.
7. **Ingenuity:** Audiences gain a fresh outlook on their job and their lives, invigorating their enthusiasm and imagination.
8. **Appreciation:** Allison speaks brilliantly and generously to each individual's need for recognition and appreciation.

**“You were outstanding! We have been talking for years and years about the need to address burnout with our physicians and pharmacists, yet, frustratingly, we did not know what to do. YOU just DID!! Thank you so much!”**

# Keynote Program **Descriptions**



## 1) **The Fire Within - The Art of Bold Self-Leadership<sup>SM</sup>**

Alternative Title Options (These all work for the same speech):

- Self-Mastery - Burn Bright and Blaze a Trail for Others
- The Survival Guide to Being Human - And the Art of Happiness
- Triumph Through Change
- Courage and the Mighty Heart - The Intersection of Passion and Perseverance

**Hailed as “life-changing” “riveting” “extraordinary” “bold” and “deeply moving” Allison Massari’s triumphant keynote is packed with clarity and insight.** As the survivor of two life-threatening car accidents, and having suffered second and third degree burns on more than half of her body, Allison shares her story of absolute loss, to forgiveness and understanding, and finally to success and a life beyond anything she could have imagined. With genuine encouragement and support, Allison’s dynamic and deeply moving keynote offers immediately applicable tools to rise above any obstacle and find peace and inspired vitality despite turbulent times. As Allison states, “The truth is, the same internal fire and ‘command of self’ that I needed to heal my life is exactly what has given me success personally and professionally.” Bolstered by a sense of unity and empowerment, audiences walk away feeling revitalized, motivated, and seeing their lives from new coordinates. Prepare to be deeply moved. Prepare to be taken on a journey.

**“Seek out wisdom and abundance will follow you.” — Allison Massari**



## 2) Activating True Resilience: Self-Mastery and The Five Kinds of Courage<sup>SM</sup>

Alternative Title Options (These all work for the same speech):

- The Art of Resilience - Make Your Life a Masterpiece.<sup>SM</sup>
- Triumph Through Change - The Mindset for Success<sup>SM</sup>
- Wellness and Well-Being at Work<sup>SM</sup> - Empowering Employees to Better Manage Their Lives

**What is the mindset needed to be vibrant, alive and in command of your life? What does it look and feel like?** At any moment, life can throw turmoil in our direction—uncertainty and unrest from changes at work, the shock of sudden financial loss, an automobile accident, serious illness... What does it take to be ok inside of ourselves no matter what? Allison's journey, delivered through the art of storytelling, reveals that we can discover untold amounts of strength, joy and aliveness when we learn to embrace our challenges in a new way. Allison states, "In the fullness of true resilience you don't just survive—you become a better version of yourself on every level. You become a force of light for yourself and others." With vision, clarity, and compassion, Allison teaches audiences the potent life lessons that she learned on each step of her path after she was severely burned in a fire and faced seemingly insurmountable odds. Her riveting keynote boosts confidence and well-being and offers a balm of hope as she intimately shares the nuances of how to respond to difficult circumstances and maintain personal command and integrity despite life's disruptions. You'll receive a new perspective from which to see the world and walk away with effective methods to handle challenges and move towards your dreams and goals with courage, purpose, and the strength of an open heart.



“Be vigilant to seek and find the good in every breathing moment. Search with ferocity. Harness an unbending belief. Your struggle and your dedication will sculpt your spirit and bring you to the ultimate destination—your Self-Mastery.” — Allison Massari





## 2nd Mini-Keynote Add-On

### Retain Your Workforce Through A Heart-Led Culture Shift

Close the day with bold and inspired impact. Allison's 2nd mini-keynote program is 15 minutes and is a perfect add-on to end the conference.

In this mesmerizing, 15 minute keynote, Allison Massari, teaches how developing a mindset of self-leadership, resilience and joyful appreciation of others unleashes an inner strength and professional enthusiasm that elevates and inspires any work culture. Audiences will be transported by Allison's extraordinary personal stories of Austria, Mozart, Vivaldi and more. As she weaves these unforgettable stories with potent life lessons, teams are energized with renewed passion for generating a work environment that is truly supportive and uplifted. Allison explains, "Instead of waiting for the world to give us what we want and crave, we can choose to GIVE what we want to RECEIVE—to 'Be the One.' This is a way to take charge of our culture and radically transform our experience of our professional environment and our life." This keynote has insightful and groundbreaking concepts to enhance company culture and elevate employee retention.



**"I seldom am impressed by professional speakers enough to attend their sessions 8 times in 3 months. However, that is exactly what I did with Allison.**

Her words were simple yet penetrating as if I had never heard her before. I have seen her bring her audience to a wholehearted laughter and even tears and that is not an easy feat for any speaker. I never got tired of listening to her."



Farogh Nazari  
Head of Global Accreditation  
Siemens Healthcare

# Why Hire **Allison**?

1. Named a top speaker on the 100 ICONIC Business Speakers list.
2. Voted on the “Best Keynote Speakers” List – M&C Magazine.
3. Vision, clarity, encouragement, and a gift in uplifting audiences and transforming paradigms.
4. Inspires confidence, expands hope, ignites courage, and removes blocks—fostering passion in life and work.
5. Unique history as an internationally successful entrepreneur, burn survivor, brain injury survivor, award-winning artist, and professional coach and consultant.
6. Innovative, perceptive, original, creative, warm and authentic.
7. International TEDx speaker and Main Platform presenter at Million Dollar Round Table (MDRT).
8. Featured expert in the award-winning documentary “ReSolve” (narrated by Scott Neil, Head of Special Forces, US Military, Afghanistan).
9. Takes you on a journey with jaw-dropping stories that are infused with wisdom, boldness, and encouragement—and packed with take-aways.
10. The audience is forever changed.



# ALLISON MASSARI

TRIUMPH • TRANSFORM • THRIVE

**For fee information and to check availability  
please contact our team.**



**“Three-minute standing ovation.”**

“If you had been at (GE’s) Centricity LIVE, you could have seen the three-minute standing ovation that Allison got after her talk yesterday. And you could have seen the customer who came up to me, hugged me, and thanked me for bringing Allison to Centricity LIVE, telling me that Allison’s speech ‘has changed my outlook on life.’”

Justin Steinman  
Vice President and General Manager GE  
Healthcare IT





**Employee retention is vital.** Allison Massari's employee retention program provides **innovative solutions to 5 of the top 10 reasons** that employees leave:

— *The Problem: Lack of meaningful work*

**BEING MISSION DRIVEN:** Allison recognizes the various roles within an organization and honors the value of each person's contribution, including the unsung heroes.

— *The Problem: Uncaring or uninspiring leaders*

**EDUCATING LEADERSHIP:** Allison elevates heart-led, inspired leadership, developing and enhancing empathy skills.

— *The Problem: Unreliable or unsupportive people at work*

**TEAM-BUILDING AND CARE:** Allison teaches the skill set of boldly expressing appreciation and catching people doing something wonderful.

— *The Problem: Lack of support for health and well-being.* 30% of people surveyed have thought about leaving their company due to mental health.

**SUPPORTING WELL-BEING:** Allison's content is artfully crafted through storytelling to teach personal development. She normalizes conversations around mental health, emotional well-being, self-care and self-leadership.

— *The Problem: Non-inclusive and unwelcoming community*

**ENRICHING A CULTURE OF COMMUNITY:** Allison's program instills compassion, inclusivity, and a sense of belonging by highlighting simple acts of care and celebrating the human spirit.

“There is staggering scientific data showing that mastering one's emotions is directly linked to the bottom line of your business.”

Harvard Business Review







A believer in the power of supporting and uplifting others, Allison founded a revolutionary outdoor sports program for teenagers with severe burn injuries shortly after her accident in 1998. Named after the man who risked his own life to save her when he pulled her from her burning car, the **Roger Pepper Adventure Camps** build confidence, hope, and healing in young participants to this day.

These teens learn to ski, snowboard, ice climb, rock climb, dog-sled, make artwork, and so much more—expanding their confidence and vigor for life. Allison raises funds so that the children don't pay a dime to attend and can feel the support and influence of the world around them. Learn more here: [allisonmassari.com/giving-back](http://allisonmassari.com/giving-back)

