

SCIENCE OF PEOPLE

# Vanessa Van Edwards



ENGAGING PRESENTATIONS  
FOR THRIVING ORGANIZATIONS

KEYNOTES, WORKSHOPS & WEBINARS





# Vanessa Van Edwards

## Founder of Science of People and Bestselling Author

Vanessa Van Edwards is the national bestselling author of *Captivate: The Science of Succeeding with People*, which has been translated into 16 languages, and *Cues: Master the Secret Language of Charismatic Communication*. As founder of Science of People, Vanessa's YouTube videos have been seen by over 60 million people. For over a decade she has worked with top brands, government entities, nonprofits and companies to increase their effectiveness by improving their communication.



## SCIENCE BASED SOFT SKILLS

Vanessa's Secret Sauce Is A Potent Combination Of Four Elements:



### ENGAGING STORIES

Vanessa combines TED Talk-style presenting to engage attendees. Vanessa regularly has audiences laughing and taking pages of notes and aims to be the highlight of any event, retreat, or workweek.



### POWERFUL SCIENCE

Teaching the science and research behind the topics, Vanessa brings fascinating data to life and backs up her insights with real research.



### ACTIONABLE

Vanessa's goal is to immediately change behavior. Her actionable frameworks give audiences new systems and strategies they can use right away.



### INTERACTIVE

She tailors exercises to be non-awkward and to benefit all personality types from introvert to extrovert. Each exercise is designed for attendees to apply learned skills immediately.

# Powerful presentations for thriving organizations

She uses hard skills to teach soft skills. In her lively, entertaining presentations, attendees will learn how to be more memorable, charismatic, and impactful. And they will be able to use their new skills immediately.



“ ”

Vanessa delivered a virtual workshop to our team focused on “Beating Burnout & Building Optimism in a Virtual Workplace” and it was a HUGE success. Vanessa’s method rooted in science and research really resonated with my team. She offered practical tactics and exercises that we’ve adopted on our team and put into practice on a daily basis. Her expertise, energy, and passion for the subject matter kept our entire team engaged and interactive. We received such high praise from the team that we’ll definitely be bringing Vanessa back to train us again!

-Chief of Staff, Microsoft

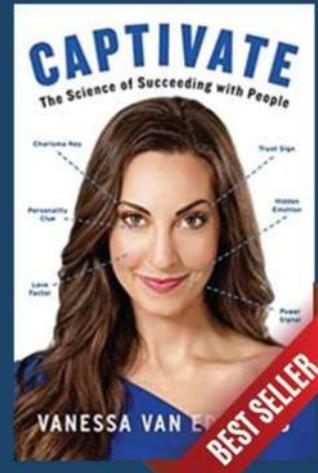
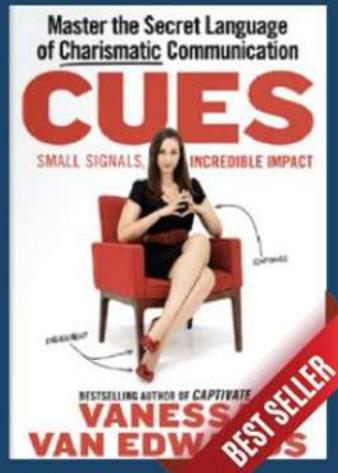
“ ”

Vanessa moved mental mountains for me when I first heard her speak in 2015, so much so that I invited her to speak to my leadership team years later. I found her lessons on the science of people to be very real, tangible, and applicable to any situation in the workplace or at home. When she speaks, she strikes a balance between lightheartedness and sincerity that makes you feel from deep within that she’s being authentic and inviting you to do the same when connecting with others. I would recommend Vanessa for any event, where you wish to get your audience thinking differently about how to drive cultural change and create natural leaders.

-Director, Strategy and Operations, Nike



# Books



For anyone who wants to be heard at work, earn that overdue promotion, or win more clients, deals, and projects, the bestselling author of *Captivate*, Vanessa Van Edwards, shares her advanced guide to improving professional relationships through the power of cues.

Cues – the tiny signals we send to others 24/7 through our body language, facial expressions, word choice, and vocal inflection – have a massive impact on how we, and our ideas, come across. Our cues can either enhance our message or undermine it.

In this entertaining and accessible guide to the hidden language of cues, Vanessa Van Edwards teaches you how to convey power, trust, leadership, likeability, and charisma in every interaction.

Do you feel awkward at networking events? Do you wish you could decode people?

As a human behavior hacker, Vanessa Van Edwards created a research lab to study the hidden forces that drive us. In *Captivate*, she shares shortcuts, systems, and secrets for taking charge of your interactions at work, at home, and in any social situation. These aren't the people skills you learned in school. This is the first comprehensive, science-backed, real life manual on how to captivate anyone—and a completely new approach to building connections.

Just like knowing the formulas to use in a chemistry lab, or the right programming language to build an app, *Captivate* provides simple ways to solve people problems.

**Available in over 16 languages. Inquire for information on bulk orders.**

# Event Types



## In- Person Keynotes & Workshops

- **Workshops: 1-3 hour**
- **Half-day trainings**
- **Full-day trainings**
- **Corporate retreats, off-sites and conferences**



## Virtual Keynotes & Workshops

- **Workshops: 1-3 hour**
- **Virtual team trainings**
- **Lunch and learns**
- **Virtual off-sites**

## Additional Types of Engagements

Detailed information about Vanessa's workshops and Additional offerings are available upon request.

# Core Topics

Vanessa customizes each speaking engagement through engaging stories and thought-provoking research, leaving people energized and with concrete ways to implement new ideas. She covers a variety of sub-topics under communication and people skills. The topics can be combined or added into the keynote curriculum Vanessa builds for you, and customized for function-specific teams. She frequently speaks to sales, marketing, creative/design, technical, and manager groups.



## **The Surprising Secrets of High Performers: How the Most Successful People Use Effective Communication to be More Productive**

- See page 9 for the full topic description
- This topic can be tailored for:
  - Inspirational conferences
  - How to be a great leader
  - How to be an indispensable team contributor
  - Teams / team building



## **The Three Levels of Connection: Build Stronger Relationships by Using the Science of People**

- See page 10 for the full topic description
- This topic can be tailored for:
  - Networking
  - Teams / Team Building
  - Leaders
  - Sales



## **Charismatic Communication: The Art and Science of Presence, Confidence and Trust**

- See page 11 for the full topic description
- This topic can be tailored for:
  - Leaders
  - Sales
  - Start / End of Events

# Keynote Pricing

## VIRTUAL

UP TO **90** min

Live & Pre-recorded:  
\$20,000

UP TO **60** min

Live & Pre-recorded  
Fireside Chat /Informal  
Conversation: \$17,500

## IN-PERSON

### LOCAL (AUSTIN, TX - DRIVE TIME FROM DOWNTOWN AUSTIN):

- Within 45-minutes drive: \$20,500
- Within 90-minutes drive: \$23,500
- If overnight stay is necessary: \$36,500; In addition, the client is responsible for hotel accommodations.

### CONTINENTAL US AND MOST OF CANADA:

- \$43,000 inclusive of all airfare, home ground transportation, and meals / incidentals.
- In addition, the client is responsible for hotel accommodations for up to two (2) nights and ground transportation in the event city.

### HAWAII, ALASKA, AND PARTS OF CANADA THAT REQUIRE EXTENSIVE TRAVEL:

- \$50,000 inclusive of all airfare, home ground transportation, and meals / incidentals.
- In addition, the client is responsible for hotel accommodations for up to three (3) nights and ground transportation in the event city.

### SOUTH AMERICA AND MEXICO:

- \$50,000 + TBD travel buyout to cover all airfare, home ground transportation, and meals / incidentals.
- In addition, the client is responsible for hotel accommodations for up to three (3) nights and ground transportation in the event city.

### EUROPE:

- \$60,000 + TBD travel buyout to cover all airfare, home ground transportation, and meals / incidentals.
- In addition, the client is responsible for hotel accommodations for up to three (3) nights and ground transportation in the event city.

### AUSTRALIA / ASIA / AFRICA / OTHER DESTINATIONS THAT REQUIRE EXTENSIVE TRAVEL:

- \$70,000 - \$80,000 + TBD travel buyout to cover all airfare, home ground transportation, and meals / incidentals.
- In addition, the client is responsible for hotel accommodations for up to four (4) nights and ground transportation in the event city.

# Workshop Pricing

## IN-PERSON

### US AND MOST OF CANADA

- 2-hrs: \$43,000
- 3-hrs: \$48,000
- Half Day (4-hrs): \$53,000
- Full Day (8-hrs): \$73,000
- These in-person fees include all travel expenses except for hotel and ground transportation in the event city. In addition to the fee, Client is responsible for hotel accommodations for up to two (2) nights and ground transportation in the event city.

### LOCAL (AUSTIN, TX - DRIVE TIME FROM DOWNTOWN AUSTIN):

- Within 45-minutes drive:
  - 2-hrs: \$20,500
  - 3-hrs: \$25,500
  - Half Day (4-hrs): \$31,000
  - Full Day (8-hrs): \$41,000
- Within 90-minutes drive:
  - 2-hrs: \$23,500
  - 3-hrs: \$28,500
  - Half Day (4-hrs): \$33,500
  - Full Day (8-hrs): \$43,500
- If overnight stay is required:
  - 2-hrs: \$36,500 + hotel
  - 3-hrs: \$41,500 + hotel
  - Half Day (4-hrs): \$46,500 + hotel
  - Full Day (8-hrs): \$56,500 + hotel

## VIRTUAL

2  
hrs

\$25,000

3  
hrs

\$30,000

Half Day  
4  
hrs

\$35,000

Full Day  
8  
hrs

\$50,000

### The Ultimate Learning Add On: People School

- Provide continued learning after keynote and workshops.
- The only science-based interpersonal communication online training for top performers.
- 100% self-paced online course
- [Special offer for speaking clients: 20 seats for \\$10,000](#)

For in-person workshops occurring outside of the US and most of Canada, contact us for pricing.



# The Surprising Secrets of High Performers: How the Most Successful People Use Effective Communication to be More Productive

Highly effective people have a unique approach to productivity. Over the last decade, Vanessa has studied the patterns of successful people and found a surprising way we can all work smarter, not harder. The key is being a productive communicator.

Vanessa will teach attendees how to maximize their relationships and streamline their communication with a simple, but powerful framework. The goal is to empower attendees to increase efficiency by connecting and collaborating in a purposeful way. This highly actionable, engaging talk will energize every audience member to look at their to-do list in a completely new way.

This topic can be tailored for leaders, teams and inspirational conferences. Specific topic descriptions are available upon request.



Our time with Vanessa was amazing! She is charismatic and engaging, and her research is as actionable as it is fascinating. For a team tasked with generating over \$1 billion of Univision's annual revenue, we constantly look for tools that get us to the finish line faster and easier, and Vanessa's insights are at the top of that list. Highly recommend her.

-Head of Global Distribution, Univision



When we considered who to have speak at our International Sales Kickoff Vanessa was at the top of our list. And through the entire engagement she did not disappoint. In particular, Vanessa worked very hard to understand the unique challenges facing Winchester's team and then leveraging her research and experience to help address those challenges. Vanessa's obvious commitment to making her subject matter relevant to the environment we found ourselves in made her presentation especially impactful.

-Director, Sales and Marketing, Winchester Interconnect



# The Three Levels of Connection: Build Stronger Relationships by Using the Science of People



Our desire for community and connection doesn't end at work. While connection with colleagues looks different from purely personal connections, having authentic and healthy connections in the workplace is one of the main determinants of productivity and workplace satisfaction. While the increase of virtual mediums presents an added challenge, creating meaningful connections is possible. In fact, there's a science-based blueprint to fostering connections quickly and maintaining them with professional intention.

In this presentation, Vanessa Van Edwards teaches the three levels of connection that build trust and rapport. These principles can be applied at work, within teams, at conferences, and while networking, with colleagues and customers alike. Each level builds on the next, providing insight and tools on how to deepen relationships. Along with gaining a deeper understanding of the levels of connection, attendees will learn the practice of creating a safe space for vulnerability and ideas.

This topic can be tailored for networking, teams, leaders, and sales. Specific topic descriptions are available upon request.

## Key learning objectives include:



How to start a conversation with anyone and build immediate rapport using the conversation blueprint.



Conversation starters that break down barriers and social scripts, encouraging openness and trust.



The powerful psychological concept "The Swan Effect" and how it helps stimulate connectedness through openness and vulnerability.



Improving social perceptiveness - the ability to read the room, predict behavior and understand underlying emotions for smooth communication



How to read people, uncover hidden emotions, and which body language cues can instantly increase trust and charisma.



The external cues to use to project confidence and trust.



# Charismatic Communication: The Art and Science of Presence, Confidence and Trust

Better communication skills pay dividends in every conversation for the rest of your life. There are no downsides to becoming a better communicator, but the upsides may be more powerful than we know. Studies show that people with high interpersonal intelligence (PQ) perform at higher levels, have higher salaries, have better immune systems, and help generate more revenue for companies they work for.

In this research-based and reflective keynote, Vanessa Van Edwards teaches attendees powerful communication strategies based on new science that they can apply at work and in their personal lives. Pulling from her bestselling books *Captivate* and *Cues*, she shares the latest research on behavioral psychology and how it can be used to improve professional relationships, make positive and lasting impressions, and better connect with co-workers and customers. Audiences are left with a better understanding of their own communication pitfalls and the knowledge and confidence to apply new tools to become more authentically charismatic in their interactions.



This topic can be tailored for leaders, sales and the start / end of events. Specific topic descriptions are available upon request.

## Key learning objectives include:



Improving communication across teams and organizations by understanding the hidden signs and signals embedded in day to day interactions, whether internal or external.



Why warmth and competence cues are the keys to balanced and successful communication.



Mastering the art and science of engagement across all communication modes.



The pitfalls of using the wrong cues and why they slow down productivity and strain relationships.



Developing skills of social perceptiveness to strike the right balance between trust and power, likeability and productivity, collaboration and capability.



The (surprising) science of charisma and how to use it to make memorable first impressions, craft a confident presence, and improve communication with colleagues, clients, and customers.



How to use research-backed verbal and nonverbal cues to maintain charisma on video calls, phone calls, email, and chat.



The new science of conversation and how to talk to anyone without falling into the pattern of using tired social scripts, making for more captivating conversations.

# Perfect For Any Size Group

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Whether it's thousands of people attending a conference or an intimate office retreat, we will create an experience your group will never forget.

- Conference keynotes
- Intensive workshops
- In-person & virtual trainings
- Corporate kickoffs & offsites
- Virtual keynotes
- Digital workshops





# Our Clients



## Where You See Us



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Entrepreneur



THE  
HUFFINGTON  
POST

COSMOPOLITAN

FAST COMPANY

npr

THE WALL STREET JOURNAL

Udemy

USA  
TODAY

Forbes

# More Praise for Vanessa Van Edwards

“ ”

Vanessa Van Edwards' presentation at our annual conference was one of the most forward-thinking and engaging presentations I've seen in years. She did a great job of tailoring it to the osteopathic medical education community - everyone agreed they felt like she was speaking directly to them. That's not easy to do, but she did it with grace and humor, a wonderful combination. She also offered numerous practical tips and exercises to build and enhance communication.

**President and CEO**  
**American Association of Colleges of Osteopathic Medicine**

“ ”

That was fabulous - thank you!! We had people on the live stream from all across the world. I saw people in India, Costa Rica, Egypt, Spain, and our different offices in the U.S. Your energy was excellent - everyone was completely engaged - there were so many comments in the chat and people were sharing lots of great information. It really built an amazing feeling of community and connectedness.

**Principal Strategic Communications Leader**  
**AMAZON**

“ ”

Vanessa's Charismatic Communication session was a massive success within our organization. She delivered an engaging, fresh, and insightful presentation on the tangible ways that we can improve our interpersonal communication and leadership skills. Her research-based approaches and observations really resonated with our team and demonstrated how we can command more meaningful and impactful interactions in the workplace and beyond. Thank you, Vanessa, for empowering us here at HP!

**Global Sales Experience and Development Strategy Manager**  
**HP**

