



# Maja Kazazic

Genocide Survivor | Business Strategist | Scale-Up Expert

Unforgettable stories. Actionable tools. Human-centered strategies that scale.

## Scale Up Blueprint™ Keynote

The 7 Essential Building Blocks for Unstoppable Business, Leadership, and Life

**Focus:** Business Growth • Leadership • Reinvention • Sustainable Momentum

### Summary:

When your entire life is shattered in a moment, how do you rebuild—let alone grow?

In this high-impact keynote, Maja Kazazic shares her extraordinary journey from surviving a grenade explosion during the Bosnian War to launching and scaling a successful tech company in the U.S.

Blending personal storytelling with practical frameworks, this talk introduces her Scale Up Blueprint™—a proven model based on seven essential building blocks that create real traction in business and life.

This isn't just inspiration—it's structure for sustained scale.

### AUDIENCE OUTCOMES

- Shift from survival mode to sustainable scale
- Reframe setbacks as strategic data
- Build team clarity, ownership, and daily traction
- Replace burnout with structured momentum
- Integrate a scalable framework to drive long-term growth

### AUDIENCE FIT

- Executive teams
- Entrepreneurs and startups
- Sales organizations
- Leadership retreats
- Corporate growth events

### Rooted In:

Maja's bestselling book Scale Up Blueprint™ and 20+ years of experience helping organizations grow under pressure.

"Her talk was extremely relevant, timely and most of all moving. Her ability to share her story with such honesty while driving home the message of empathy was incredible. We have received over the top feedback from so many attendees and her impact is being felt throughout the enterprise."

- Jen Farmer ICS, Caterpillar

