



Resiliency | Mindset | Peak Performance | Joy Expert
Entrepreneur | Coach | Author | Philanthropist | Mental Health Advocate

JESS@JESSICAJANZEN.CA
WWW.JESSICAJANZEN.CA

**KEYNOTE
PROPOSAL
WITH
JESSICA JANZEN**

WHAT IT'S ALL ABOUT

The world is moving faster than it ever has before. We are disconnected, distracted and constantly being faced with new problems, roadblocks and challenges. After overcoming unspeakable tragedy, Jessica helps us to stop asking why and to reframe each problem with, "SO NOW WHAT?"

Through her Roadmap For Resiliency, she empowers leaders and teams to turn roadblocks, lack of creativity and challenges into opportunities. This is her winning formula.

Her goal is to create a culture of resiliency and possibility, where individuals and teams reach their fullest potential and make positive impacts in their every day lives, at work and the communities they live in. Jessica dreams of a future where people spiral upwards towards a more joyful life rather than coasting or staying stuck. Her message is grounded in vulnerability, honesty, and authenticity - recognizing that we all face hard things and need a toolkit to navigate the tough stuff. Wanting to empower your team? Her keynotes do just that!



RESILIENCY - ROADMAP FOR RESILIENCY

- A 4 Step Roadmap For Resiliency to unlock more joy, energy and success.
- Tools to help you move from a problem mindset to a possibility mindset.
- Healthy habits and how they lead you to peak performance through consistency.
- How to find belief again with scientific evidence to rewire your brain for success.

MENTAL HEALTH - LIFE IS TOUGH BUT SO ARE YOU

- Strategies for navigating mental health and burnout.
- The life changing practice of turning pain into rocket fuel.
- Learn how to ask for help and build a supportive network.
- Master the art of a perspective shift.
- How to find Joy Starters in the everyday.

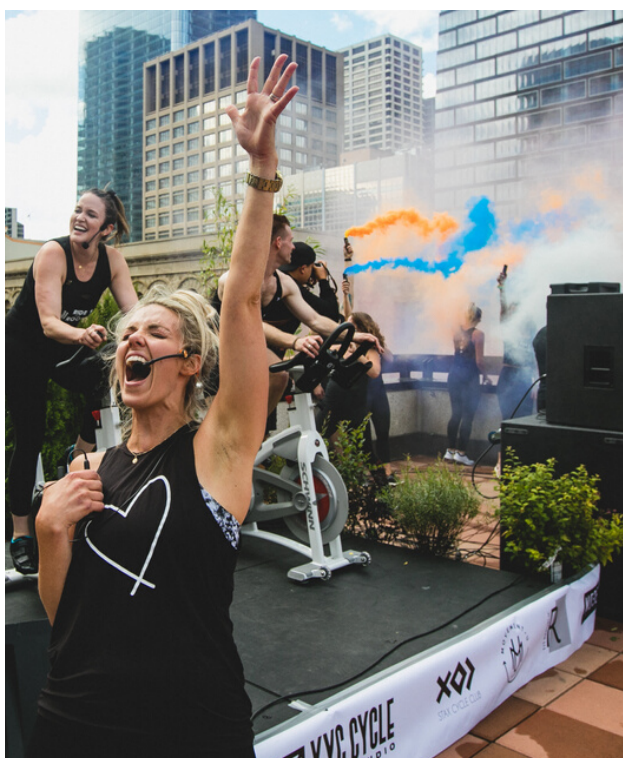
PEAK PERFORMANCE - FROM SURVIVING TO THRIVING

- Resiliency tools to unlock forward momentum.
- How to move from a problem mindset into a possibility mindset.
- How to reinvigorate yourself and those around you.
- Learning how to get back on track when you get derailed.
- The art of flowing through seasons rather than the struggle for perfect balance.

MORE ON JESS

Jessica Janzen is a motivational speaker, business coach, entrepreneur, author and philanthropist. Jessica's world blew up in 2016 when doctors delivered the news that her son had a rare genetic disease called Spinal Muscular Atrophy (SMA). At the time, there was no cure, no treatment and she was told her son wouldn't make his first birthday.

After overcoming the loss of her son, Lewiston, Jessica decided she didn't want to be in survival mode a minute longer. She used her pain as rocket fuel to create the change she desired and built a life of joy and success. Through her advocacy work, Jessica breaks through barriers to make life changing impact for a more accessible, and joyful world. She is the master of getting unstuck and bringing the joy to any situation.



Jessica's mission is to empower leaders, teams, and individuals to reach their fullest potential by providing them with her Roadmap For Resiliency and strategies for navigating mental health and burnout.

Through engaging storytelling and inspiring life lessons, she aims to cultivate a possibility mindset that enables individuals to answer the question of "So Now What" and spiral upwards towards success and joy.

Jessica is the recipient of The Doc Seaman Individual Philanthropist Award 2021 Generosity of Spirit Award, 2022, the Dr. Katie Manders Courage to Inspire Award and Calgary's Top 40 under 40 in 2022. She is the Co-Founder of The Love for Lewiston Foundation - impacting lives across Canada and supporting critical research and medical needs for families living SMA and The Alberta Children's Hospital Foundation. Her advocacy work led to the implementation of Newborn Screening for SMA - ensuring no baby gets undiagnosed. To date, the Foundation has raised over \$2 Million dollars. Her book 'Bring The Joy' has helped thousands of individuals reconnect to joy and is a bestseller. Jessica is an expert in resiliency, mental health, dreaming big and of course, all things joy.

TESTIMONIALS



"Jessica's session was incredibly impactful, and we referred to the ideas of "so now what..." and "bring the joy" in many other conversations throughout the balance of our conference and team meetings. I have no doubt that what Jessica shared will become part of our culture as we move into the future. The biggest thank you for such an impactful keynote!"

JOANNA BUCKINGHAM
PURSUIT COLLECTION

"The perspective she shared was authentic, refreshing and unique. She inspired our residents to continue to 'bring the joy' in our day to day circumstances and work environments. Her talk brought many laughs as well as tears and was such a refreshment to us. Jessica has so much to offer to people from all walks of life"

DR. REBEKAH BAUMANN
UNIVERSITY OF ALBERTA

"Jessica's keynote was engaging and inspiring on so many levels—she had us laughing one-minute, crying the next, then back to laughing again. Jessica's authenticity and ability to build resilience and joy after surviving the most painful circumstances was extremely powerful. After our event, Jessica designed a workbook for us to work through and hosted two follow-up workshop sessions that served as executive coaching sessions to help our leaders put into practice some of the tools she provided in her keynote. The feedback from our leaders was excellent. To this day I am still using the tools and resources that she provided."

KIRSTY OULOVSKY
TC ENERGY

"Jess brought inspiration and heart to the room and left everyone ready to rise to all of life's challenges! Her story and message are so important and she and her team were amazing to work with from start to finish."

LANI MCLEOD
AIRDIRE CHAMBER OF COMMERCE

"Our group needed reconnection and focus as we have seen so much change and many challenges the past 2 years. Not only was Jessica's keynote exactly what we needed to hear but the follow up coaching helped our team members apply the mindset shifts into the every day of their individual roles. We can't wait to work with her again."

BOBBI-LYNN WERBOWESKY
TC ENERGY