

# AmyK Hutchens

**Speaker. Author. Facilitator. Business Strategist.**

Please contact a GDA agent for information.

## Topics

- Business Growth / Strategy / Trends
- Innovation / Creativity
- Leadership
- Personal Growth
- Sales
- Women's Empowerment

## About AmyK Hutchens

AmyK Hutchens is all about personal & professional growth - one conversation at a time.

Hutchens is an international award-winning speaker, the Amazon #1 bestselling author of the books, *GET IT: Five Steps to the Sex, Salary and Success You Want* and *The Secrets Leaders Keep* and is the founder of the global community *shegetsit.com*.

AmyK has over twenty years' experience training & consulting with clients such as The Home Depot, Starbucks Canada, Comerica Bank, Expedia, Lockheed Martin, Securian Financial, Walmart, John Paul Mitchell Systems and hundreds more. AmyK travels the globe, physically and virtually, sharing with executives, influencers and go-getters *HOW* to confidently & competently navigate their toughest conversations.

AmyK received her M.S. from Johns Hopkins University, and has been seen, heard or read on Bloomberg, NBC, ABC, USA Today, Entrepreneur, and U.S. News & World Report. She resides in San Diego, California.

## Select Keynotes

- **The Power of Profitable Conversations: Creativity & Innovation**

The audience will leave with:

- How to Overcome Barriers & Obstacles to Act on New Opportunities.
- How to Position Teams to Turn Disruption & Change into Competitive Advantages.
- A Tried, Tested and Proven Creativity & Innovation Model.
- Exercises for Each of the 5 Stages in the Model from Ideation to Going-to-Market.
- Greater Insight & Understanding on How Culture Influences Creativity & Innovation.
- The 9 Must-Have Elements for Driving & Sustaining an Innovative Culture.
- The Requisite Questions Leaders Must Ask to Propel Innovative Thinking.
- How to Cultivate the Mindset of an Innovative Leader.

It's time to THINK DIFFERENTLY! Does your company have the right skills to take on tomorrow?

Do your people possess the behaviors necessary to create a culture that fosters innovation and generates long-term growth?

What's the secret to getting your next great idea?

In this provocative and eye-opening presentation, AmyK shares how to generate more creative ideas and how to take these ideas to market... fast!

Invite AmyK to deliver this highly interactive generates long-term growth?

Format: 60-90 Minute Keynote or 1/2 Day & Full Day Workshops

This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Leaders
- Any Leader Seeking Brilliant Ideas & Solutions from Their Teams

- **The Power of Profitable Conversations: Leadership**

The audience will leave with:



- Actionable Tools to Raise the Quality of Team Meetings
- Actionable Tools to Facilitate Better Problem-Solving
- The 2 Critical Elements Leaders Must “Sell” Each & Every Day
- The #1 Most Effective Conversation Framework to Influence & Foster Productive Behaviors
- How to Attract & Retain Top Talent
- The 5 Conversations that Drive a Healthy, High-Performing Culture
- How to Avoid the Unintended Consequences & Pitfalls of Fast-Paced Growth.

In this compelling and energetic program, leaders will be inspired and equipped to raise the performance & productivity of their teams. Through humor, insight and experience, AmyK provides real-world, straightforward tools that have immediate practical applications.

AmyK shares with leaders how to ignite and harness the brilliance in teams in order to create unprecedented competitive advantages that will drive businesses forward faster.

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- Emerging Leaders
- Any Leader Seeking Greater Buy-in, Engagement & Productivity from Their Teams.

#### • **The Power of Profitable Conversations: Sales**

The audience will leave with:

- The #1 Most Effective Sales Conversation Framework
- The 4 Mind Traits We All Share & How They Influence the Outcome of a Sale.
- The 3 Best Questions to Close Faster.
- The 4 Questions Every Prospect Must Be Asked Before You Ask Them to Sign.
- The 4 Most Profitable Messaging Techniques – Buying and Selling Styles.
- How to Create Thirsty Customers.
- The Critical Components of Every Sales Presentation.
- The Art and Science of Handling Objections.
- Sales Strategy – the Science of Mini-Must-Wins.
- Why an Objection is the Best Opening to Close.

Critical sales opportunity in your future? AmyK can help. In this interactive, roll-up-your-sleeves program, AmyK introduces sales tools and demonstrates exactly how to use them so audiences can quickly acquire “close-it-yesterday” skill-sets and processes for moving sales forward faster.

AmyK’s humor and wisdom will demystify some of the most challenging sales scenarios and will ignite even the most experienced team member to nod and note-take about something novel to put into practice.

Incorporating the latest brain research, AmyK’s high-energy, fun and insightful sales strategies will motivate and inspire your team to increase the effectiveness of their sales pipeline from lead generation to check received. Whether a seasoned sales, professional or someone brand new to business development – every participant will leave fired up and ready to take action knowing that sales happens one conversation at a time and they control the quality of these conversations.

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This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Sales Leaders
- Woolly Mammoth Hunters & Killers
- Any Organization Seeking More Closed Deals & Greater Profits.

#### • **The Power of Profitable Conversations: Story**

The audience will leave with:

- How the Most Successful Leaders Define Happiness
- 4 Components of Emotional Intelligence
- #1 Tool for HOW to Change Your Attitude, Thoughts & Stories
- Proof that Energy, Not Time, Separates the Good from the Great
- 4 of the Biggest Secrets Leaders Keep: Imposter Syndrome, Self-Criticism Fixation, Likeability, Malady, Comparison Condition.
- How to More Effectively Manage & Navigate Change to Build Resiliency.
- How to Challenge & Break-Through Limiting Stories & Beliefs Which Truncate Potential.
- 2 Insightful & Revealing Tools for Stronger Alignment Between Desires, Purpose & Decisions.
- 2 Most Common Types of Pain Leaders Experience & How to Heal Them.
- 2 of the Biggest Fears Every Leader Faces & How to Overcome Them.

In this life-igniting, goose-pimple-raising keynote, AmyK shares insights and tools critical for leaders to successfully face and conquer their biggest fears and conquer their biggest fears and challenges.

With over twenty-years of experience working intimately with executives as a business strategist, consultant & coach, AmyK knows the secrets leaders keep - what makes their stomach's turn, their palms sweat and the thoughts that cause them to toss & turn at 3AM.

With humor, wisdom and powerful stories, AmyK sheds light on the fears leaders face, shares practical steps for choosing and crafting stories that drive better behaviors and busts the myth that it's lonely at the top.

Learning to be driven not by circumstances and reactions, but by the core desires of our essential self, AmyK's easy-to-use assessments and tools will help leaders re-write their stories for healthier, happier endings and more profitable results... both personally & professionally.

Format: 60-90 Minute Keynote or 1/2 Day & Full Day Workshops

This program is perfect for:

- Senior Executives
- Mid-Tier Managers
- Emerging Leaders
- Any Leader Desiring to Live to Their Fullest Potential So They May Create a Bigger Impact

### Select Book Titles

- **2020:** Get It: Five Steps to the Sex, Salary and Success You Want
- **2015:** The Secrets Leaders Keep: Insightful Stories And Provocative Questions That Unlock The Hidden Secrets To Winning Big In Business And Life

### Select Articles

- [The 3 Biggest Secrets Entrepreneurs Keep](#)
- <https://www.entrepreneur.com/article/253496>
- [An Entrepreneur's Secret Weapon: the Right Question](#)

### Select Testimonials

"What a powerhouse speaker! 'Loved the topic and her energy level!' 'If anyone could ignite one's brilliance, it would be AmyK!' Those are the comments we heard over and over again from attendees at our conference. AmyK was a wonderful speaker with a message that really resonated with our audience. She kept everyone's attention, interacted with our attendees and she tailored her message directly to our audience. Not only that, but she was easy and pleasant to work with!"

— *Debbie Jemison, Vice President, Illinois Bankers Association*

"AmyK's Secrets is a tremendously engaging read! By using creative storytelling followed by provocative questions, AmyK reveals the fears and foibles we all face, sparking readers to reflect on our own leadership challenges! AmyK's characters give us plenty to think about along the humbling journey to becoming a leader worthy of our followers."

— *Marshall Goldsmith, author of the New York Times and Wall Street Journal best seller Triggers*

"After scheduling AmyK Hutchens over a year ago, she honored me for three days of presentations to my CE and Key Vistage Groups (Vistage is one of the largest CEO membership organizations worldwide). She met my criteria 100% or better. She is a remarkable woman, speaker, resource, and colleague. She knows what does and does not work for Vistage members. And, most of all she danced remarkably well in terms of meeting my and my members' flexibility desires. She is engaging, thoughtful and a thought-provoking speaker. She left my members with practical best practices that they could use the next day at work. And, she collaborated with me prior to and during the three days to insure that my members were getting what they needed and wanted... an "A" speaker. I highly recommend her. If you don't have the space for her this year, schedule her as your #1 speaker for next year."

— *Marshall Krupp, Chair, Vistage International*

"Since I first heard AmyK speak, we have seen our sales increase each month to an overall improvement of 34.5%. The amazing part is not only the increase in new business but the retention for existing advertisers. Every one of our program advertisers has renewed and in many cases increased the business they are doing with us. AmyK's ability to help us recognize the underlying needs of our client, and not just the surface need, has been a powerful tool for our company growth."

– *Mitch Dorsett, VP of Sales, Southeast Region, Equal Business Construction News*

“AmyK’s personality coupled with her proven processes & tools, provide an organization a fresh external perspective promoting teamwork, planning, and increased capabilities. She is an instant superstar who spreads her positive, inspiring and visceral energy across an organization with only few minutes’ exposure. She asks the thought provoking questions that bring about growth and achievement. Don’t think twice, invite AmyK to make your team better today!”

– *Paula Teigen, Multi-Functional Finance Analyst, Sr. Staff, Lockheed Martin Space Systems*

“AmyK is a one-of-a-kind speaker and she was the highest rated speaker of our entire conference! Her “Ignite Brilliance in Your Innovation” session at our supply chain conference was exhilarating, refreshing and most of all, thought provoking. AmyK asked provocative questions to spark creative problem solving, she shared the differences between creativity and innovation and showed how smart leaders can create systems to improve individual and company performance. It was an eye-opening experience to learn how all of us can tap into more creative and innovative thinking and behaviors. If you are looking to add tremendous value to your team or to an event, engaging AmyK is a sure win!”

– *Rhett Asher, Former Vice President, Asset Protection, Data Security & Crisis Management, Food Marketing Institute*

“Webster Orthopedic’s work with AmyK has added a level of teamwork, communication, unity and confidence never before experienced within the Webster Management Team. These skills have allowed us to improve operational systems (brought in a backlog of \$800K in revenue and ensured that the improved process was maintained for nearly 8-months now); improve customer service scores by working collaboratively to solve patient barriers (scores increased 78% on average by department); bring in the build-out and opening of a new 12,000 sqft facility with expanded services both on-time and under budget. Many of the Managers shared how the skills they have learned working with AmyK have also allowed them to do internal work that has improved their personal lives. AmyK, your work is inspiring! You do make a difference.”

– *Sheila Kisor, Former CEO, Webster Orthopedics*

“The greatest benefit by far from AmyK’s work with our sales and leadership teams has been improved communication. The understanding of where team members are coming from and how to communicate effectively has made a tangible impact internally. Secondly, we have used the #1 Most Effective Conversation Tool to enhance our meetings and one-on-one conversations. Our sales and project management staff are seeing very positive results as they use this tool when working with clients to close deals and effectively manage contracts after the sale.”

– *Titus Crabb, President, Vertech*