



Keynote DESCRIPTIONS

Keynote #1: Unlock Your Big Sales Energy: Attract Attention, Increase Influence, and Sell Smarter

Audiences: General Sessions, Sales Kickoffs

When you're pitching a prospect, promoting your product, or leading your sales team—virtually or in person—how persuasive is your ENERGY?

In today's AI-powered marketplace, the way you show up—your presence, your tone, your delivery—has never mattered more. If your usual approach isn't landing the way it used to, you're not alone. Whether you need to reignite your in-person impact or make your "screen speak" spark real connection, Erin King shows high-performing sales professionals exactly how to communicate more compellingly using her award-winning PUB Method™—developed over two decades of coaching Fortune 500 leaders and enterprise sales professionals to attract attention, increase influence, and sell smarter.

Erin helps business development leaders optimize their energy to be more:

Influential: Share your product, service, or vision in a way that's so compelling, prospects lean in and say, "Tell me more."

Magnetic: Show up with your most confident, authentic energy that instantly creates rapport, builds curiosity, and drives action.

Trustworthy: Build fast, genuine connections across every channel—Zooms, DMs, emails, meetings, and conversations.

For over two decades, Erin's proprietary methodology has helped thousands of sales professionals, teams, and entrepreneurs increase their influence, elevate their impact, and crush their sales targets using the power of personal energy management.

Your teams will leave this experience fired up, focused, and equipped with EXACTLY WHAT TO DO to increase sales using more powerful, persuasive PERSONAL ENERGY.

This Keynote is About:

Influence – How to attract more buyers, opportunities, and partnerships by optimizing the first few moments of every conversation—online or in person.

Energy Optimization – Why showing up with authentic, vibrant communication is the differentiator in building trust, closing deals, and leading teams. Your vibe is your value!

Persuasion – How to move your audience from “maybe” to “tell me more” to “YES” without feeling pushy, stale, or over-rehearsed.

Trust – How to build real connection and credibility in every message, meeting, or high-stakes moment.

Key Learnings:

WHY Erin’s PhD-led research found that ENERGY—not experience, education, or even expertise—is now the #1 trait people crave in top-performing sales leaders (and how to unlock yours).

How to sharpen your communication style to be more magnetic, compelling, and conversion-focused.

The #1 surprising sales habit that is blocking your team from closing more deals—and how to overcome it (hint: it’s not just mindset).

Erin’s award-winning PUB Method™—a powerful, A/B tested energy framework to help your team craft messages, conversations, and pitches that convert in a way that feels natural.

Bonus: Exclusive Access to PUB GPT™

All keynote attendees will receive complimentary access to PUB GPT—Erin’s custom AI sales coach built to elevate you and your team’s communication energy at every stage of the sales cycle.

Built from thousands of real-world, A/B-tested emails, pitches, and presentations, PUB GPT helps you sharpen your messaging using Erin’s proven PUB Method™—so you can connect faster, communicate more effectively, and close with confidence.

It's like having Erin in your pocket—guiding you to get more YES from every message, meeting, or high-stakes sales moment.

Keynote #2: The Energy Instinct: Tap Into Your Natural Power for Transformative Leadership

Audiences: Leadership Summits, Retreats, and VIP Sessions

Leadership in today's complex and ever-changing world demands more than strategy and execution—it requires connection, influence, and the ability to ignite the best in others. But what if the secret to transformative leadership lies not in doing more, but in aligning with the natural energy dynamics that drive you and your team?

In this groundbreaking keynote, Erin King, acclaimed researcher and creator of The Energy Exam®, introduces leaders to a revolutionary approach to energy management that goes beyond self-care—it's about harnessing their radically unique "energy instinct". Backed by insights from a study of over 10,000 professionals, Erin reveals the five distinct energy types—Kinetic, Generative, Rigorous, Responsive, and Synergistic—and how leaders can use this framework to inspire action, create buy-in, and empower thriving teams.

This isn't just about personal energy; it's about energetic compatibility. By understanding what charges and drains you and your team, you can create a leadership culture that is productive, deeply harmonious, and resilient. Whether leading through high-stakes challenges, driving innovation, or managing a multi-generational workforce, The Energy Instinct offers a fresh, actionable roadmap to elevate your leadership impact.

Key Learnings:

Unlock Energetic Compatibility: Gain insights into the five energy types to better understand your team's natural rhythms and leverage these dynamics for greater harmony, collaboration, and morale.

Lead with Alignment, Not Effort: Learn how aligning with your natural "energy instinct" creates a ripple effect of authenticity, focus, and inspiration that energizes your team.

Build High-Impact Teams: Identify what energizes and depletes each team member so you can engineer a culture of positivity, productivity, and peak performance.

Drive Transformative Results: Discover how aligning your leadership energy with your team's needs drives deeper engagement, buy-in, and profitability.

Actionable Energy Strategies: Leave with science-backed tools to pre-charge your leadership energy, manage energetic drainers, and show up fully for the moments that matter most.

This keynote equips leaders with a transformational toolkit for unlocking their energy while empowering their teams to thrive. By understanding and activating your “energy instinct”, you’ll inspire greater impact, foster meaningful connections, and lead with the power and presence that drives lasting success.

Keynote #3: Find Your Fuel: Ignite Unshakeable Confidence, Unstoppable Energy, and Unapologetic Joy

Audiences: General Sessions, Entrepreneurial Conventions, Women’s Conferences

Let’s be real: We are doing more than ever—yet often feel less energized, less connected, and less fulfilled. We chase productivity, push for progress, and show up for everyone else... but where does that leave us?

In this high-impact keynote, Erin King—world’s leading researcher on personal energy management and creator of the Energy Exam®—invites women to rethink the way we show up for our work, our relationships, and ourselves.

Blending science-backed insights with personal stories and tangible tools, Erin guides audiences through how to align with their natural energy instinct—Kinetic, Generative, Rigorous, Responsive, or Synergistic. Because true success isn’t about doing more—it’s about doing what works for you.

This keynote is both a wake-up call and a permission slip: a call to stop running on empty and a strategy to start leading from a place of clarity, vitality, and confidence. It’s not about being perfect—it’s about being powerful in a way that’s real, sustainable, and uniquely yours.

Key Learnings:

Discover Your Energy Instinct: Identify your core energy type and how to leverage it for greater performance, creativity, and clarity.

Align Instead of Hustle: Replace burnout with better boundaries by focusing on energy alignment, not endless output.

Lead with Authentic Power: Learn how to tap into your personal rhythm so you can lead, speak, and serve with more intention and impact.

Create Sustainable Success: Walk away with science-backed strategies to recharge emotionally, mentally, and physically—and stay fueled for the long game.

Reconnect With What Matters: Rediscover what drives you, so your work, life, and leadership feel more aligned—and a lot more fun.