

2024-2025



# Henna Pryor

**BUREAU PACKAGE**



# Henna Pryor

WORKPLACE PERFORMANCE EXPERT

## ABOUT HENNA

- Henna Pryor, PCC is a dynamic Workplace Performance Expert who speaks and writes about performance mindset, interpersonal dynamics, high-impact communication, and embracing bumps in a world that keeps optimizing for smoothness.
- She is a regular Expert Columnist for Inc. Magazine, 10x award-winning author of Good Awkward, and an in-demand global keynote speaker. Her playful personality and insightful talks blend 2 decades of working with corporate leaders and teams with a fresh, science-based approach to taking more strategic risks and boosting social and mental fitness for success at work.



## AS SEEN IN...

FASTCOMPANY

MONSTER

THE HUFFPOST



BUSINESS INSIDER



USA TODAY

Forbes

REALSIMPLE

The Washington Post



### SPEAKING

- In-person events, conferences, and seminars
- Virtual keynotes and workshops (Certified Virtual Presenter)



### TOPICS OF EXPERTISE:

- Social Fitness/Communication
- Performance Optimization
- Mindset and Mental Fitness
- Performance, Leadership, and Sales Psychology
- Persuasion, Influence, and Negotiation



### BOOK

- Good Awkward: How to Embrace the Embarrassing and Celebrate the Cringe to Become the Bravest You

## TRUSTED BY



Morgan Stanley



JPMorgan Chase



WARNER MEDIA

KPMG

TD Bank

workday.

Syneos Health

BB BUTCHERBOX

Elemica

gusto

CORALTREE HOSPITALITY

robern.

★ U.S. ARMY

AstraZeneca

Johnson & Johnson

Outreach

# Why hire Henna?

Hiring a speaker who gets your business, connects with your audience, and delivers impactful and modern content with actionable takeaways is critical to a successful event.

**Attention is a currency.... and we don't have time to waste!**

Henna Pryor has worked with audiences across all levels and industries throughout her career, which gives her the unique ability to meet people where they are, pushing boundaries, challenging them to play a bigger game, removing obstacles and excuses to success, and reframing struggle as opportunity.

She delivers customized keynotes, coaching, and leadership development programs to established and emerging leaders at the world's best-known brands, Workday, US Bank, Johnson & Johnson, FIS Global, and many more.



**A few ways happy clients have described Henna:**

- "Actionable, relevant, real, magnetic... and honestly, a ton of FUN."
- "Henna told us she was going to light our team on fire and she delivered. She's somehow able to straddle the tension between a firm, but loving push - one that makes you laugh, cry, take action, and get excited for the future."
- "Even virtually, she had our entire team glued to the screen! One of the few speakers out there with top-notch credentials and high energy, spot-on delivery."



# Short Biography

Henna Pryor, PCC is a dynamic Workplace Performance Expert who speaks and writes about performance mindset, interpersonal dynamics, high-impact communication, and embracing bumps in a world that keeps optimizing for smoothness.

She is a regular Expert Columnist for Inc. Magazine, 10x award-winning author of *Good Awkward*, and an in-demand global keynote speaker. Her playful personality and insightful talks blend 2 decades of working with corporate leaders and teams with a fresh, science-based approach to taking more strategic risks and boosting social and mental fitness for success at work. Her clients call her their “secret weapon for impossible change,” an honor she wears proudly.

In addition to speaking for TEDx, SXSW, and being frequently tapped by media outlets like Business.com, FastCompany, INSIDER, HuffPost, NBC, FOX, and more, she’s been named a SUCCESS Magazine Woman of Influence and her book was named a Kirkus Reviews’ Best Book of the Year.



# Full Biography

Henna Pryor, PCC is a dynamic Workplace Performance Expert who speaks and writes about performance mindset, interpersonal dynamics, high-impact communication, and embracing bumps in a world that keeps optimizing for smoothness.

- She’s a regular Expert Columnist for Inc. Magazine, 10x award-winning author of *Good Awkward*, and an in-demand global keynote speaker. Her playful personality and insightful talks blend 2 decades of working with corporate leaders and teams with a fresh, science-based approach to taking more strategic risks and boosting social and mental fitness for success at work.
- 
- She’s been invited to speak twice for TEDx in NYC and Wilmington, DE, and brings her expertise to a variety of global organizations including Google, Workday, Johnson & Johnson, and JPMorganChase. She’s also frequently tapped for her fresh perspectives by top media outlets like INSIDER, NBC, Washington Post, Fast Company, Business.com, HuffPost, and more.
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- Henna founded Priority Group – a fast-growing performance growth firm – to expand on her belief that the key to most people’s success is learning to strengthen mental and social muscles in order to boost risk-taking, maximize influence, and be braver in the work that we do.
- 
- She’s been named a SUCCESS Magazine Woman of Influence and SXSW Workplace track speaker, and her bestselling book was endorsed by NFL Quarterback Russell Wilson and former HBR Editor Karen Dillon, and was named a Kirkus Reviews’ Best Book of the Year.



**All downloadable, bureau-friendly video can be found [HERE](#).**

**Headshots and brand photos can be found [HERE](#).**



# Signature Talks

## BEST FOR:

- NAVIGATING CHANGE
- ADAPTABILITY IN DISRUPTION
- INNOVATION/RISK-TAKING
- TEAMWORK/COLLABORATION
- COMMUNICATION
- MINDSET

## AWKWARD AND UPWARD!

YOUR SURPRISING SECRET WEAPON FOR  
NAVIGATING UNCERTAINTY, RAPID CHANGE, AND  
THE FUTURE OF WORK

Advances in technology have made it easy to avoid real – and sometimes difficult – human interaction. While texting, online ordering, and “swiping right” is convenient, we’re losing the skills of relating to others, building trust and connection, and enduring the critical friction and messiness we get from being in proximity to each other. This new reality is weakening our social muscles and slowly destroying our ability to have the conversations needed to connect at the highest level, take smart risks, and navigate today’s increasingly complicated world of work.

Navigating uncertain times sounds obvious enough, but most of us have a hard time moving from wishful thinking to execution. Why? Because when we stumble through those moments, we feel awkward – and that awkwardness bumps up against our deep desire for others to approve of us and what we do. As it turns out, it’s what we improve in the face of these moments – often despite others’ judgment – that leads to the greatest growth.

Join world-renowned keynote speaker, Inc. Magazine columnist, and Workplace Performance Expert, Henna Pryor, to learn how embracing the Good Awkward is your secret weapon for skyrocketing teamwork, speaking up boldly and effectively, and strengthening your adversity muscle.

Good Awkward helps you unlock your highest level of power and influence to navigate the world around you. Audiences will leave feeling more confident, equipped to build stronger teams, and ready to lead to their highest potential, all wrapped in the laughter and relatability her audiences can’t get enough of.

### AFTER THIS KEYNOTE, YOU’LL BE ABLE TO:



- Pinpoint the exact reason it’s been difficult to take risks and embrace change – and how to move past it



- Use deliberate discomfort and strategic microstressors to rebuild our social and risk-taking muscles



- Create a custom plan for collaborating, speaking up, sharing ideas, and being brave and change-ready whenever the chance arises

## BEST FOR:

- INFLUENCE/PERSUASION
- LEADERSHIP
- SALES/REVENUE GROWTH
- COMMUNICATION
- ADAPTABILITY IN DISRUPTION
- MINDSET
- FUTURE OF WORK

## THE CHANGING PSYCHOLOGY OF INFLUENCE

HOW TO OVERCOME RESISTANCE TO MOVE YOUR IDEAS FORWARD IN THE MODERN ERA

In the modern workplace, the psychology for creating new actions, influence, inspiration, and navigating through uncertainty has changed. We need to take a new approach to create new actions in our teammates and in ourselves, to persuade prospects, to have difficult conversations, and to maximize opportunities for partnership.

If you've ever found yourself facing resistance to your ideas – you're not alone. Even when we have a great idea that will affect enormous change, we don't always get the reaction – or action – we're hoping for.

That's because we spend the majority of our energy making our ideas and changes more compelling, more interesting, more attractive – pouring on the fuel – that we rarely discover the frictions that are working against us, and all humans have them.

In this interactive session, join world-renowned speaker, author, Inc. Columnist, and Workplace Performance Expert, Henna Pryor, to uncover and explore the FOUR specific reasons why people resist change, and more importantly, concrete strategies to overcome them so we can move our ideas, initiatives, team members, prospects, and mission forward.

### AFTER THIS KEYNOTE, YOU'LL BE ABLE TO:



- Shift away from problem-solving to a more valuable strategy



- Understand how being the "expert" is hurting your influence instead of helping



- Position your idea from several new angles that increase trust and get the green light you need for people to say yes

# Signature Talks

## BEST FOR:

- NAVIGATING CHANGE
- ADAPTABILITY IN DISRUPTION
- MINDSET
- LEADERSHIP
- TEAM PERFORMANCE
- DOMINATING DISRUPTION

## DOMINATING DISRUPTION AND IGNITING A NEW STANDARD OF EXCELLENCE

UNLOCKING THE MENTAL AND SOCIAL SKILLS OF SUCCESS IN A FAST-CHANGING WORLD OF WORK

With the changing world of work, tough competition, and information overload, pushing for growth and inspiring teams feels harder than ever. We may have achieved high levels of excellence, but that excellence comes at a surprising cost – it keeps us stagnant and quietly discourages taking the risks and tackling the problems we need to tackle to grow today. Why?

The dark side of success is we often focus on what we already excel at instead of leaning into the discomfort of what excelling today requires: heightened adversity tolerance, escaping silos, and thinking outside of the box. Luckily for us – we already know the fastest path to major improvement comes from strengthening what's weak, rather than what's strong. Today, with change around every corner, that means to learn new ways to become excellent at embracing the discomfort of disruption.

In this keynote, world-renowned speaker, author, Inc. Columnist, and Workplace Performance Expert, Henna Pryor will share the modern strategies and skills for skyrocketing your team's performance, frontloading the new mindsets needed to embrace disruption, and unlocking the innovation needed to tap into new sources of success.

### AFTER THIS KEYNOTE, YOU'LL BE ABLE TO:



- Pinpoint the exact reason it's been difficult to take risks and embrace change – and how to move past them



- Use tools like ostentatious objectivity and deliberate discomfort to expand mental muscle



- Formulate a personalized game plan to be change-ready whenever the chance arises

Not only will you feel more empowered to stretch into new spaces personally, but you'll walk away with specific mindset tactics and strategies for your teams to be more resilient, less stressed, and more empowered by disruption in your own lives.



# TESTIMONIALS



If you are looking for a speaker to light a fire in your growth team — Henna is who you should book. Her session gave our team so much energy (as in, I had to cut my team off and move on to dinner at the end of the day).

**Rebecca Black, VP of Marketing, RevUnit**



Her energy was contagious and her competence shined through from the very first call! Not only was she spot on with her content and messaging, but we couldn't have asked for a better partner in the process.

**Robyn Ginese, Global Head for Executive Leadership and Development, FIS Global**



If you want an engaging speaker who is authentic, motivational and understanding of what it takes to have a bias for action, then HENNA IS IT.

**John Dougan, Senior Director, Global Sales Delivery & Coaching, Workday**



From the moment Henna took the stage, our audience was hooked! She was not only entertaining and energetic, but she also shared timely and relevant insights to help us navigate the discomfort we're all experiencing in these uncertain times.

We're still getting feedback from attendees about the impact of her talk weeks later. We loved working with Henna and would strongly recommend her for anyone looking for a captivating keynote!

**Elli Reges, PhD, Director of Learning and Development, Security Industry Association**



# IMAGES



[DOWNLOAD HEADSHOTS AND BRAND PHOTOS](#)



# MEDIA GALLERY

## 2024-2025 SPEAKER REEL



## KEYNOTE SAMPLE



## KEYNOTE SAMPLE





# 2024-2025 RATE CARD

**Travels from:** Philadelphia, PA

**Domestic:** \$20,000-25,000 GROSS, plus \$2,000 flat travel buyout

**International:** \$30,000+ GROSS, plus flat travel buyout

**VIRTUAL:** \$10,000 GROSS

**\* Commissionable at 25%**

## SPEAKER INTRO SCRIPT

- Our next speaker was a #1 leader at a \$2B executive search firm for over 14 years before becoming a top-rated global keynote speaker.
- She writes a popular column for Inc. Magazine, and is frequently tapped by top media like Forbes, NBC, Washington Post, Business.com, HuffPost, and Fast Company.
- She was named a SUCCESS Magazine Woman of Influence and is a favorite of global organizations like Google, Workday, Johnson & Johnson, and JPMorganChase.
- She's also an incurable chocoholic and a 32nd generation Pakistani princess, which means absolutely nothing anymore and comes with zero perks, but is still pretty cool.
- Finally, she's a 2x TEDx speaker and her best-selling book, *Good Awkward*, was endorsed by NFL Quarterback Russell Wilson and former HBR editor Karen Dillon, and was named a Kirkus Reviews' "Best Book of the Year." Her immigrant parents are very proud.
- Please give a big, warm [Insert event name here] welcome to Henna Pryor!

# Additional Helpful Links

- [HENNA'S SPEAKER DEMO REEL \(BUREAU-FRIENDLY\)](#)
- [INC. MAGAZINE COLUMN, THE AWK-WORD](#)
- [SPEAKER INTRO SCRIPTS & BIOS](#)
- [TED.COM HOMEPAGE FEATURED TALK: WANT TO GET AHEAD AT WORK? RISK THE AWKWARD MOMENTS](#)
- [TEDX #2: THE NEW WAY TO BRAG IN THE MODERN WORLD - AND FEEL GOOD DOING IT](#)





**Book Henna  
today for  
your event!**

