

# Everything You Need to Know Before Hiring Dorie Clark to Speak at Your Next Event (or Virtual Event)



2x Top 50 Business Thinkers  
in the World - Thinkers50

**dorieclark.com**  
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Photo credits: Thitiwat Nookae



## MY PHILOSOPHY

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I've given speeches everywhere from Harvard Business School to the World Bank to Google headquarters – and I believe in the importance of customizing every talk to the unique audience you're addressing. You're not inviting a keynote speaker because you need to fill an hour: you're seeking a business result.

You want the audience to leave the room feeling empowered to take action and make an impact.

That's why I work hard to collaborate with event organizers to ensure my talk helps you achieve your business objectives, whether that's developing more effective and persuasive leaders, helping employees navigate changing business circumstances, or enabling your workforce to become more proactive in shaping their career trajectory.

My keynotes blend engaging academic research with real world examples and hands-on, practical tips that audience members can put to use right away. My goal is not simply to entertain – or even educate – for an hour. It's to help you build lasting change and improvement in your organization.

I look forward to collaborating with you.





## ABOUT DORIE CLARK

Dorie Clark helps individuals and companies get their best ideas heard in a crowded, noisy world. She has twice been named one of the Top 50 business thinkers in the world by Thinkers50, and was honored as the #1 Communication Coach in the world by the Marshall Goldsmith Leading Global Coaches Awards. She is a keynote speaker and teaches executive education for Duke University's Fuqua School of Business and Columbia Business School.

Clark is the author of *The Long Game*, which became a #3 *Wall Street Journal* bestseller. Her other books include *Entrepreneurial You*, *Reinventing You*, and *Stand Out*, which was named the #1 Leadership Book of the Year by *Inc.* magazine. She has been described by the *New York Times* as an “expert at self-reinvention and helping others make changes in their lives.” A former presidential campaign spokeswoman, Clark is a frequent contributor to the *Harvard Business Review*, and is a consultant and speaker for clients such as Google, Yale University, and the World Bank. She is also a graduate of Harvard Divinity School, a Broadway investor, and a producer of a multiple Grammy-winning jazz album.

# AS FEATURED IN *Good Morning America* and *The Wall Street Journal*



# WSJ





A photograph of Dorie Clark, a woman with short brown hair, wearing a blue button-down shirt under a dark blazer and dark jeans. She is standing on a red carpeted stage, holding a small black object in her right hand. The background is a dark stage with a large screen to the right showing a blue and white image. The floor is polished wood.

## DORIE CLARK'S KEYNOTE SPEECHES

### ***How to Be a Long-Term Thinker in a Short-Term World***

It's no secret that today's professionals feel pulled in too many directions. In this talk, Dorie Clark - Harvard Business Review author and Duke University Fuqua School of Business executive education professor - will share concrete strategies to help you sharpen your strategic thinking and embrace a long-term perspective that pays future business and career dividends. You'll learn how to:

- Create priorities with the future in mind
- Understand what we're optimizing for
- Make the right kind of tradeoffs
- Achieve 'strategic patience'
- Place little bets to identify promising leads and emergent possibilities

### ***Building Your Brand as a Leader***

Being recognized as a compelling leader can dramatically accelerate your professional success. Dorie Clark will show you how to cultivate a powerful professional reputation that enables you to persuade others and obtain buy-in more easily for your best ideas. You'll learn how to:

- Communicate your brand effectively to others
- Establish and cultivate your reputation over time
- Increase your influence within and outside your organization
- Ensure others understand your true leadership abilities



## DORIE CLARK'S KEYNOTE SPEECHES

### ***Reinventing You***

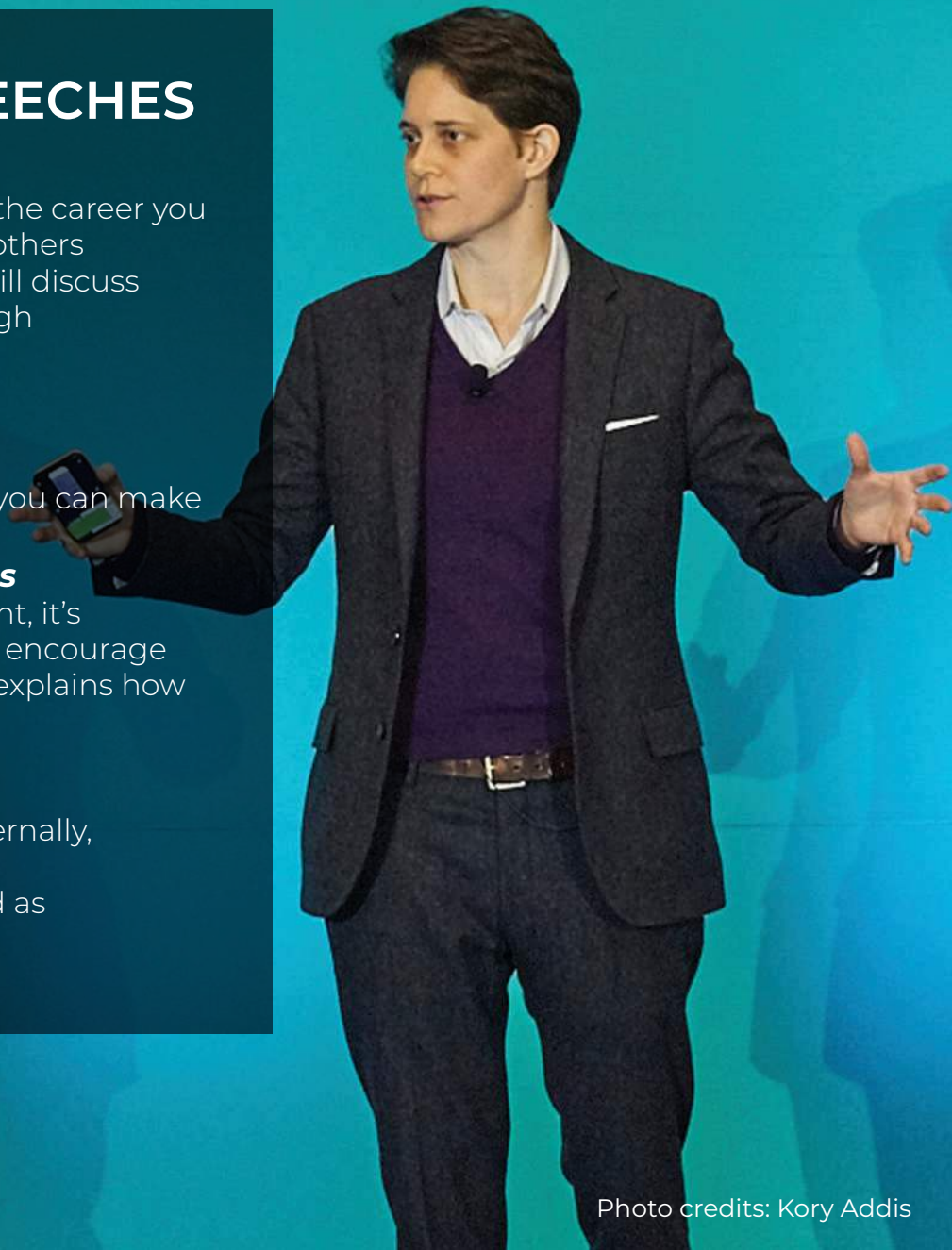
Are you where you want to be professionally? To build the career you want, you'll need to reinvent yourself, and ensure that others recognize your unique skills and abilities. Dorie Clark will discuss concrete strategies to become a stronger leader through professional reinvention. You'll learn how to:

- Discover how you're currently perceived
- Identify the essence of your brand
- Leverage your unique strengths
- Powerfully demonstrate the contribution only you can make

### ***Stand Out: How to Develop Breakthrough Ideas***

To succeed in today's competitive business environment, it's essential to keep raising the bar. But how can you best encourage and cultivate innovative ideas? In this talk, Dorie Clark explains how to develop breakthrough concepts. You'll learn how to:

- Identify and develop ideas that will make a competitive difference for your company
- Gain support for those ideas internally and externally, so they can make a broader impact
- Ensure both you and your company are viewed as cutting-edge leaders in your field







## DORIE CLARK'S KEYNOTE SPEECHES

### ***How to Build a Following Around Your Ideas***

Too many people believe that if they keep their heads down and work hard, they will be lauded as experts on the merits of their work. But that's simply not true anymore. To advance your business or your cause, you have to inspire others to listen and take action. Dorie Clark explains how to build a following around your ideas, and you'll learn how to:

- Break through the noise and communicate in a way that makes others take notice
- Create a community that helps your idea spread
- Leverage social networks – online and off – to gain momentum
- Ensure your ideas receive the attention they deserve and make an impact

### ***Stand Out Networking***

We all know networking is critical to our professional success. But how, specifically, do you develop a powerful network while being truly authentic? In this talk, Dorie Clark guides you through the process. We'll cover online and real world networking opportunities, how to cultivate mentors, and how to network in a way that feels comfortable and genuine for you. In this session, you'll learn how to:

- Make yourself an indispensable connector
- Identify overlooked or unconventional mentors who can help you immeasurably
- Inspire others to want to seek you out
- Develop online content that makes your reach truly global



A photograph of Dorie Clark, a woman with short dark hair, wearing a dark blazer over a light blue sweater and a white collared shirt. She is gesturing with both hands open, palms up, as if speaking. The background is dark with some blurred lights.

## DORIE CLARK'S KEYNOTE SPEECHES

### ***How to Think Entrepreneurially Inside Your Company***

In this age of disruption, thinking entrepreneurially isn't just for startups. Increasingly, the most successful companies and professionals recognize the importance of "intrapreneurship." Dorie Clark shares research-based strategies for how to harness your full creative potential, as well as create an organizational culture that helps your colleagues and employees embrace an entrepreneurial mindset. We'll discuss how to:

- Reframe existing problems in order to get breakthrough results
- Test new ideas in strategic and low-risk ways
- Learn from – and speak openly about – failure
- Marshal support for new ideas inside your organization



## AS SEEN IN

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Dorie Clark and her work have been featured in the following media outlets.



BUSINESS  
INSIDER

**Forbes**

**Entrepreneur**



**Inc.**



**The New York Times**

**TIME**

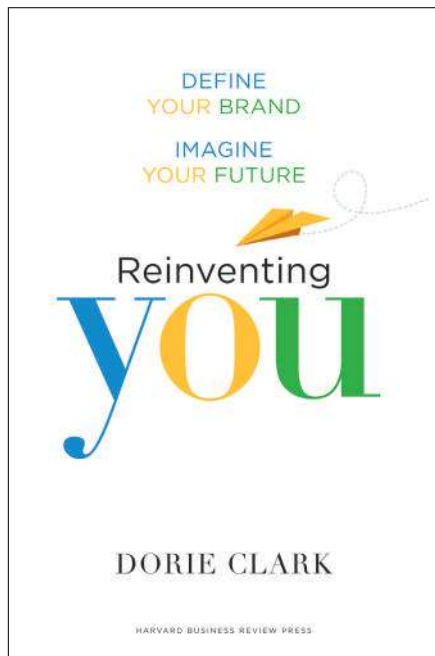


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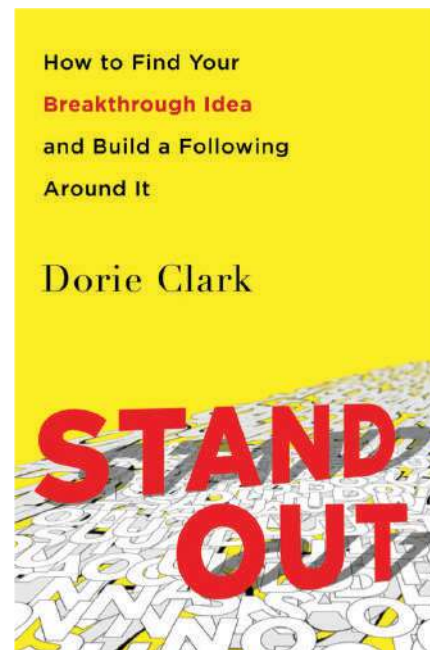


# DORIE CLARK'S BOOKS

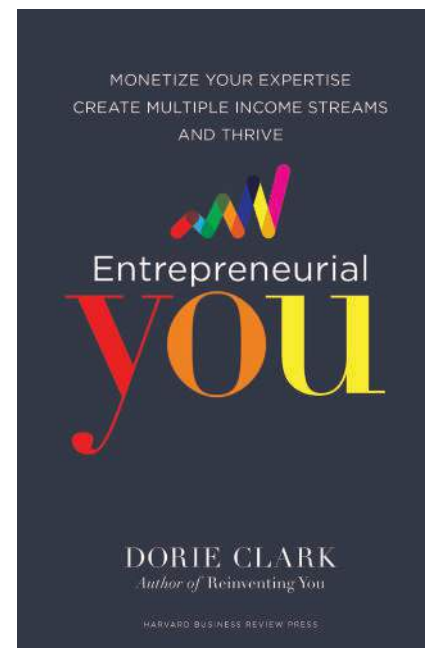
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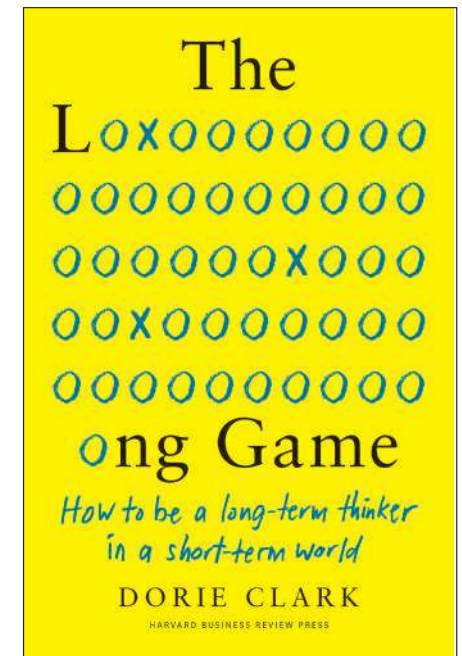
**Reinventing You**  
“Brilliant and thorough”  
– Forbes



**Stand Out**  
Named The #1  
Leadership Book Of The  
Year By Inc. Magazine



**Entrepreneurial You**  
Named One Of The Top 5  
Business Books Of The  
Year By Forbes



**The Long Game**  
#3 Wall Street Journal  
Bestseller



## CLIENTS

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**Deloitte.**

BILL & MELINDA  
GATES *foundation*



**Google**

**FedEx**



**GOODYEAR**

**SONY**





# VIRTUAL SPEAKING FEES

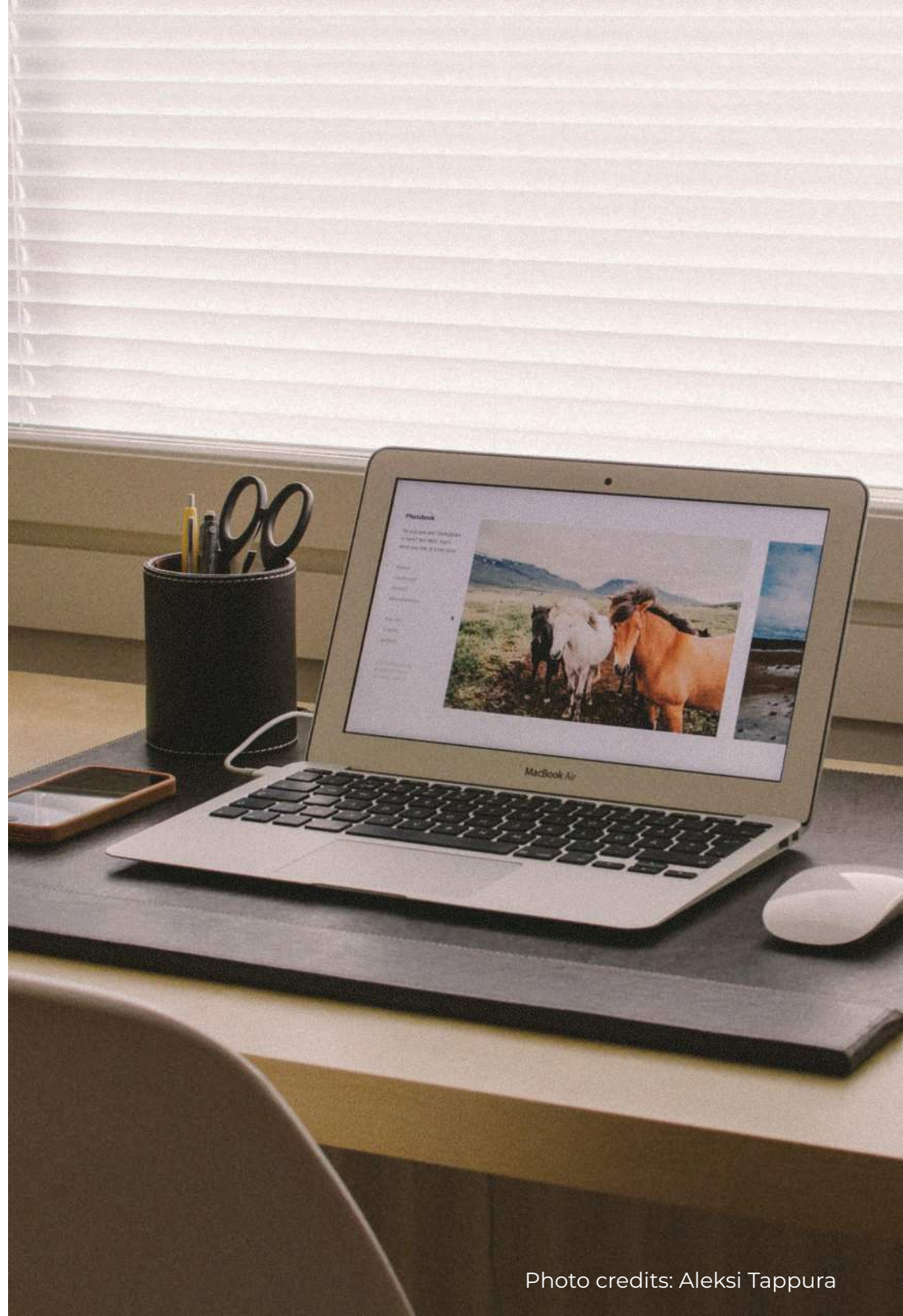
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**Virtual Keynote:** This includes a planning call with organizers to identify key themes, and a customized presentation of up to 60 minutes (including Q&A, if desired).

**Interactive Virtual Experience:** Working in concert with you, I will create a custom virtual experience for your attendees (up to 90 minutes) that is a hybrid of a keynote presentation and an interactive workshop, featuring breakout rooms, discussions, etc. The goal is to create a unique experience geared to the objectives and developmental needs of your organization.

**Fireside Chat:** I will conduct a conversation or interview with one (or a small group) of your top executives on a relevant theme, for up to 60 minutes. This includes a pre-planning call with the executive/s, and an opportunity to highlight and reinforce their ideas in front of participants.

The fee for a virtual presentation (keynote, interactive session, or fireside chat) is \$20,000 USD. 50% of payment is required to secure the date, with the final 50% payable on or before the date of the event.



## IN-PERSON SPEAKING FEES

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Dorie Clark's fee for a keynote talk in the United States or Canada is \$40,000 USD, which includes all air, ground travel, and incidental expenses. Hotel will be arranged and paid for by the client. International rates vary; please get in touch to discuss.

The speaking fee typically covers:

30-minute pre-event planning call with event organizers

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60-90 minute keynote presentation

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Optional book signing following the keynote

I frequently conduct half-day or full-day sessions for clients; feel free to inquire if this is of interest.

50% of payment is required to secure the date, with the final 50% payable on or before the date of the event.



Photo credits: Gerald Mayer-Rohrmoser



# SPEAKING TESTIMONIALS

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“Dorie Clark's message about professional reinvention and building a following around your ideas is essential in today's rapidly changing corporate environment. She's a compelling speaker who inspires audiences to take action, embrace innovative thinking, and take ownership over their professional lives.”

**Diana O'Brien, Global Chief Marketing Officer, Deloitte**

“Dorie is a dynamic, approachable, and humble presenter who balances stimulating stories with actionable advice. Not every author or thought leader practices what they preach, but Dorie's recommendations are that much more valuable because they are informed by her own experiences, pivots, and learning. Your next leadership meeting, offsite, or conference would be better with Dorie involved - it's that simple.”

**Andrew Stern, Director of Special Programs, Wharton Alumni Club of New York**

“Dorie has a unique ability to take what can be an esoteric topic - leadership brand - and make it both practical and meaningful. She gave our employees useful tools to build their brand throughout their career and did it in a fun way.”

**Mark Lagestee, VP, Global Talent and Organization Development, Yum! Brands (Taco Bell, KFC, Pizza Hut)**

“Dorie's presentation of her book *Reinventing You* to a standing room only crowd was such a success that we requested Dorie to host another session, which ended up being standing room only, as well. Dorie's effective delivery style and solid command of her book's message on creating and marketing one's personal brand was highly engaging.”

**Patience Marime-Ball, Former Head, Banking on Women, International Finance Corporation, World Bank Group**

“Dorie Clark recently spoke to my team at Google about building your brand as a leader and how to ensure that others are clear on the value you bring to the table. She offered tangible ideas on how to think about career development, personal branding, and bringing your authentic self to the workplace. My team absolutely adored Dorie and was highly engaged and grateful to have such a dynamic and relatable speaker.”

**Jessica Simmons, Director, Customer Success, Google**

“After Dorie spoke about networking strategies with our group of recent hires, we noticed groups practicing the models she discussed during the large networking reception we held later that day. What great advice and it keeps on giving, as I have referred to her talk myself with several groups since then. Thank you!”

**Regan Lewis, Lead Facilitator, Leadership Development, Aon Services Corporation**



## TO BOOK DORIE FOR YOUR EVENT

Please email my team at [\*\*dorie@dorieclark.com\*\*](mailto:dorie@dorieclark.com) with any questions, to set up a time to discuss the event further, or to confirm our booking.

I look forward to working with you to create a great event.

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[\*\*dorieclark.com\*\*](http://dorieclark.com)