



Gutsy, Fearless,  
and Bold

EMCEE · KEYNOTE · CONSULTANT · AUTHOR



JESS  
pettitt

Good Enough Now Strategist





# Jess Is NOT Your Typical Keynote Speaker



Jess is the lightning in a thunderstorm. She brings the energy, the spark, and helps to show us the way forward.

- **Billye Survis**, *Enerpac Tool Group*

Jess's custom and cutting-edge Good Enough Now strategy forges deep, lasting connections—not just with your audience, but among them. She tackles participants' toughest challenges and most sensitive pain points head-on... using humor, compelling stories, and real-time relevance to break down barriers and spark growth. Most importantly, Jess arms your people with instantly actionable strategies that drive real, positive transformation long after the event ends. Her insights and tools empower individuals and organizations to be **gutsy, fearless and bold**.

Jess has what it takes to make you feel accepted and safe in an uncertain world.

[let's talk!](#)

[jesspettitt.com](http://jesspettitt.com)

call (917) 543-0966

[info@jesspettitt.com](mailto:info@jesspettitt.com)

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# Nobody Puts Pettitt in a Corner

Jess doesn't hide. Jess goes front and center to deliver practical research-backed keynotes that address the most critical challenges leaders face today. Her topics are sensitive, and her approach is direct and assertive. In today's uncertain climate, Jess is driven to helping you and your organization feel **gutsy, fearless, and bold**. No matter what - we are in this together.



[watch Jess in action](#)



Important topics  
integrated into Jess'  
programs include:

- Workplace Culture
- Conflict Resolution
- Organizational Change
- Crisis Management
- Psychological Safety
- Communication
- Trust & Team Dynamics
- Resilience & Recovery
- Internal Culture Crisis

[let's talk!](#)

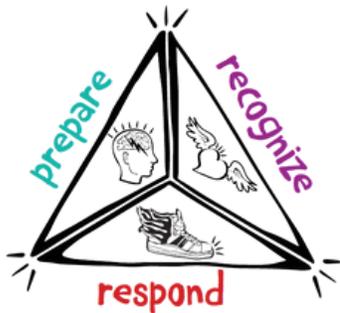
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# Choose Your Own Adventure

## Three Keynotes that Deliver Actionable Results

No matter the size of your company or the challenges you face, Jess's keynotes are always customized and personalized to your organization's unique needs and concerns. Among the most popular topics she integrates are crisis management, conflict resolution, and psychological safety to name a few—each designed to foster strong connections among and between your participants by directly addressing their biggest frustrations and struggles.

Jess's presentations are crafted to touch on personal vulnerabilities and learning edges using humor and compelling stories, while also being actionable. She offers flexible, forward-thinking approaches for overcoming obstacles, breaking through, and moving forward. Most importantly, Jess provides immediate, actionable steps that empower meaningful and lasting positive change—long after the event concludes.

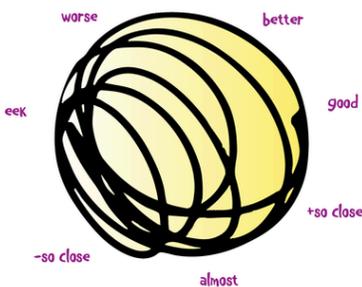
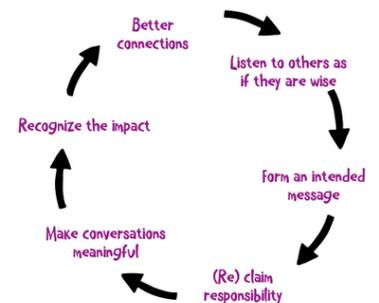


## What If It Happens? Keynote

Empowers professionals to proactively anticipate and navigate uncertainty by leveraging collective experience and fostering inclusive, respectful dialogue, enabling confident leadership through complex challenges.

## Conversations That Matter: Better Connections Keynote

Engage with confidence—even on difficult topics—by mastering the art of open, impactful dialogue.



## Good Enough Now Keynote

Discover how to create lasting change by recognizing that everyone is already equipped to build the organizational culture you need—starting now.

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I have learned how to address red flags and decide what tables I want to sit at.

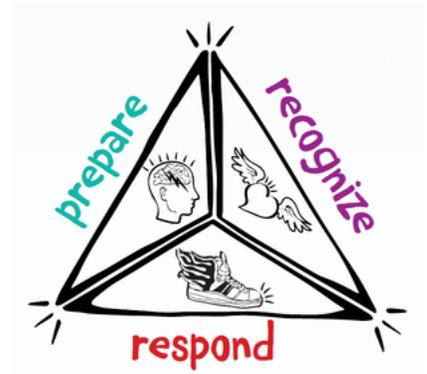
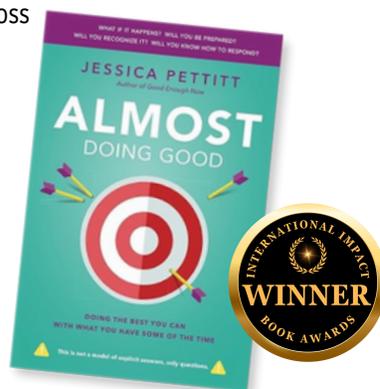
- Jenni Oliver, AMC

## NORMALIZE COMPLEXITY

# What if it Happens?

Jess's #1 Amazon Bestseller, **Almost Doing Good**, uses her clients' good intentions to show you how to recognize, prepare, and respond to the unexpected in advance. Pulling from collective well-intentioned failures, every professional can learn how to recognize potential problems BEFORE they occur to mitigate risk, lean on already existing experience and skills, and utilize team nimbleness to prepare for anything uncertain or complex; from political demonstrations, natural disasters, health concerns, security issues, a sense of control is possible. Let's use disruption or patterns of fear to normalize complexity and honor those around us by doing better.

Jess combines her research on uncertainty with over 20 years of crisis consulting and a large dose of humor to address the uncomfortable and move us all into action going forward. When addressing the elephants in the room, especially regarding current events, we aim to ensure that this is an open conversation across differences, as our goal is not to solve any political problems, pick a team, or foster controversial discourse. Our conversations will be respectful, inviting all to the table, because, whether we like it or not, our audiences, members, staff, volunteers, and communities are waiting for us to lead the way forward, no matter what happens.



### Learning Outcomes

- Successfully disrupt the normalized status quo for good
- The powerful skills that change culture around difficult topics and challenging people
- How to see others as differently right/Working across differences

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I've always been one to tackle the "elephant in the room," but hearing Jess and reading her blogs each month has been extremely validating.

- Dr. Suzanne Whitehead, California State University

## DISRUPT THE NORM

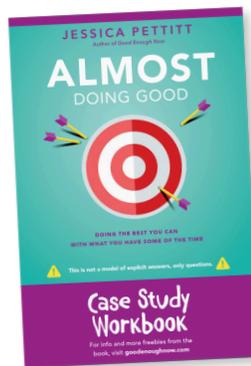
# Conversations That Matter

Regardless of how traditional or progressive your organization is, there are certain people and topics that are, at some point, off-limits. You just can't do them right now, especially when you have to bring up the difficult topics with the difficult people.

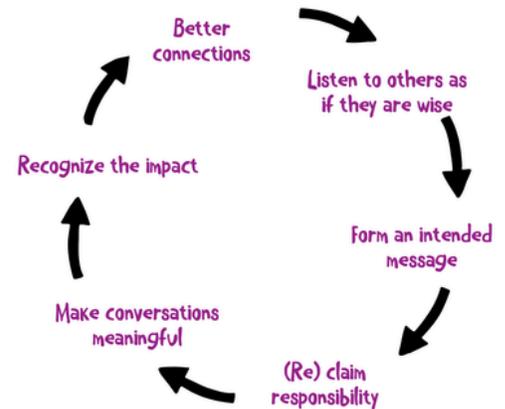
What if you could engage in these conversations with more confidence, humor, and ease? What if you could let go of someone has to win and someone has to lose, or someone has to be right and someone has to be wrong? You can! Because no matter the person or topic, you are your best tool for conversations that matter.

Understanding yourself and others as differently right gives you the tools to intentionally design teams, groups, and partnerships that can bring value to a single project or your entire organization.

We are all frustrating to someone (and at times even to ourselves). Once you know who and how you are, you can (re)claim responsibility for your behavior-response-patterns and leave room for others to do the same. Before you know it, you'll be having better conversations and fuller relationships with those around you, clearing the way for your organization to experience greater efficacy and growth. It really is that easy.



[click to download PDF](#)



## Learning Outcomes

- Motivate and inspire employees to act as participants in their own personal/professional growth
- Successfully disrupt the normalized status quo for good
- Serving others better/building better teams

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I am more aware of how and why I react the way I do and am able to course correct more quickly.

- Michelle Larson-Krieg, UC Denver

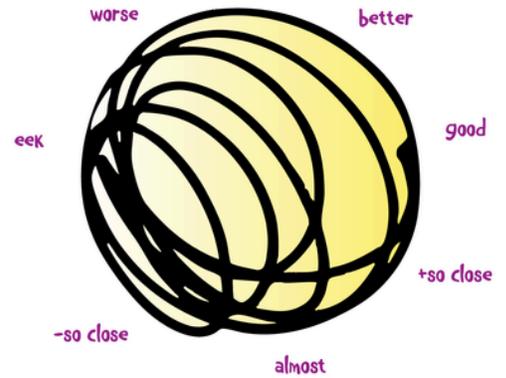
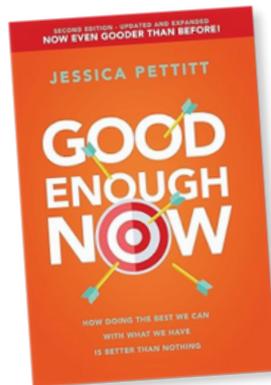
## TRYING TO TRY

# Good Enough Now

Sitting around pointing fingers and waiting for change to appear on the horizon—has it ever worked for you? Do you feel an imbalance between who you are and who you think you should be? Do you see fulfillment, better relationships, and stronger teamwork as something to work for, but not possible now?

The truth is that all of these are available to us in this present moment, right where we are. And by being our authentic selves, we can immediately improve our companies, relationships, and communities.

This is Jess's signature breakthrough message—an innovative, practical guide to ridding ourselves of self-doubt, self-limiting beliefs, and habitual excuses so that we can do "the best we can with what we have some of the time" and be the best versions of ourselves right here, right now. Yes, even you back there in the corner—I see you.



### Learning Outcomes

- Remove excuses, learn from failed attempts, and get back to work
- The powerful skills that change culture around difficult topics and challenging people
- How to develop momentum based on strengths

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# Now Meet Jess!



Jess Pettitt, M.Ed., M.B.A., CSP, is not your typical keynote speaker. Armed with advanced degrees in education and corporate social responsibility—and a career that spans crisis management, conflict resolution, and stand-up comedy—Jess shows up when the stakes are rising, the culture feels tight, and no one quite knows how to say what needs to be said. Her job? To say it—with humor, clarity, and the kind of honesty that makes people finally exhale.

For nearly 20 years, she's helped organizations face the conversations they've been avoiding—from internal friction and trust breakdowns to the subtle signs of cultural unraveling. Jess delivers hard truths in a way people can actually hear—and act on.

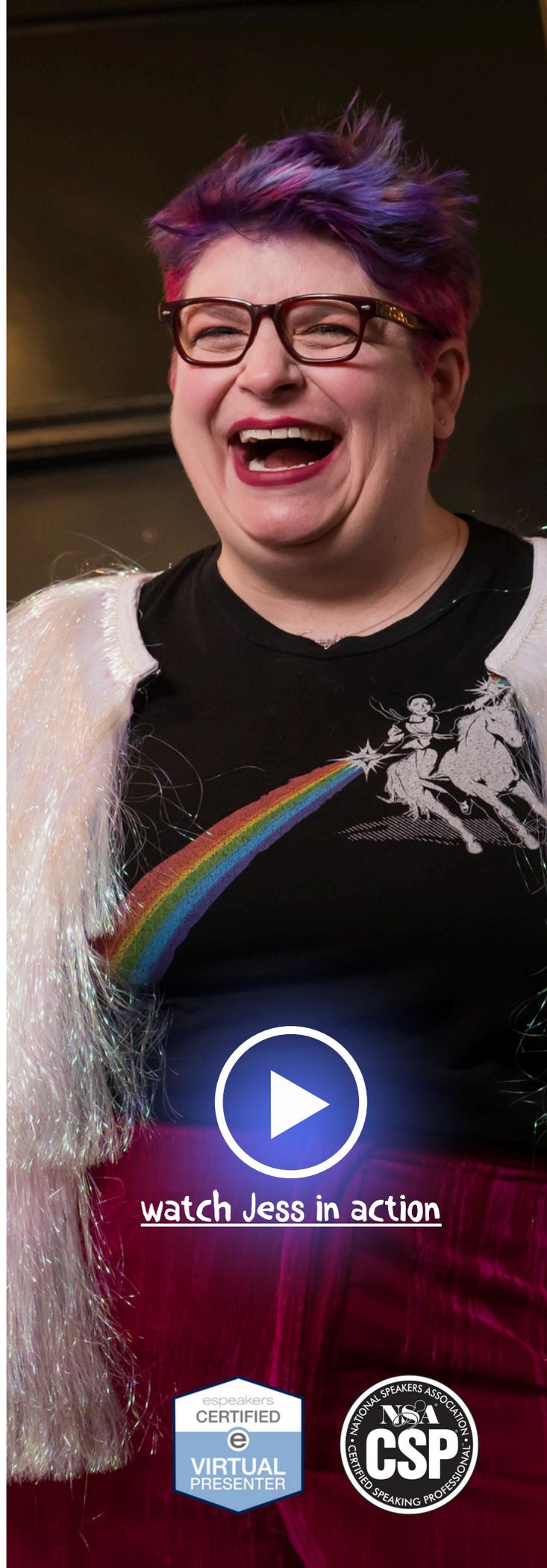
She holds a Master's in Education, an MBA with a focus on Corporate Social Responsibility, and is a Certified Speaking Professional™ (CSP)—a credential earned by only a small percentage of speakers worldwide. These qualifications, paired with her deeply human and hilarious delivery style, make Jess uniquely equipped to tackle the nuance and urgency of workplace dynamics in flux.

She calls herself **"The Safe Different"**—and clients quickly understand why. Jess challenges assumptions, disarms defensiveness, and gets people thinking differently without losing the room. She's not here to shame or sugarcoat—she's here to help teams build the muscle they'll need to navigate complexity and disruption.

She's been described as **"The Unexpected Powerhouse"**—a speaker who blends sharp insight, disarming humor, and deep nuance to flip the room and move it forward.

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watch Jess in action



# Real Talk

Jess has a knack for calling folks in and making space for everyone at the table to learn and grow.

- **Sarah Kerr**, *Pink Possum Consulting*



I am more aware of the things I don't know and how my privilege can keep me blind in certain ways.

- **Erin Cross**, *Shorewood School District*

I wanted a speaker mastermind and you helped me create it! Now I have one!

- **Meredith Breitstein**, *Drive Marketing LLC*

You step out of the box courageously and that has inspired me to do same in my own ways.

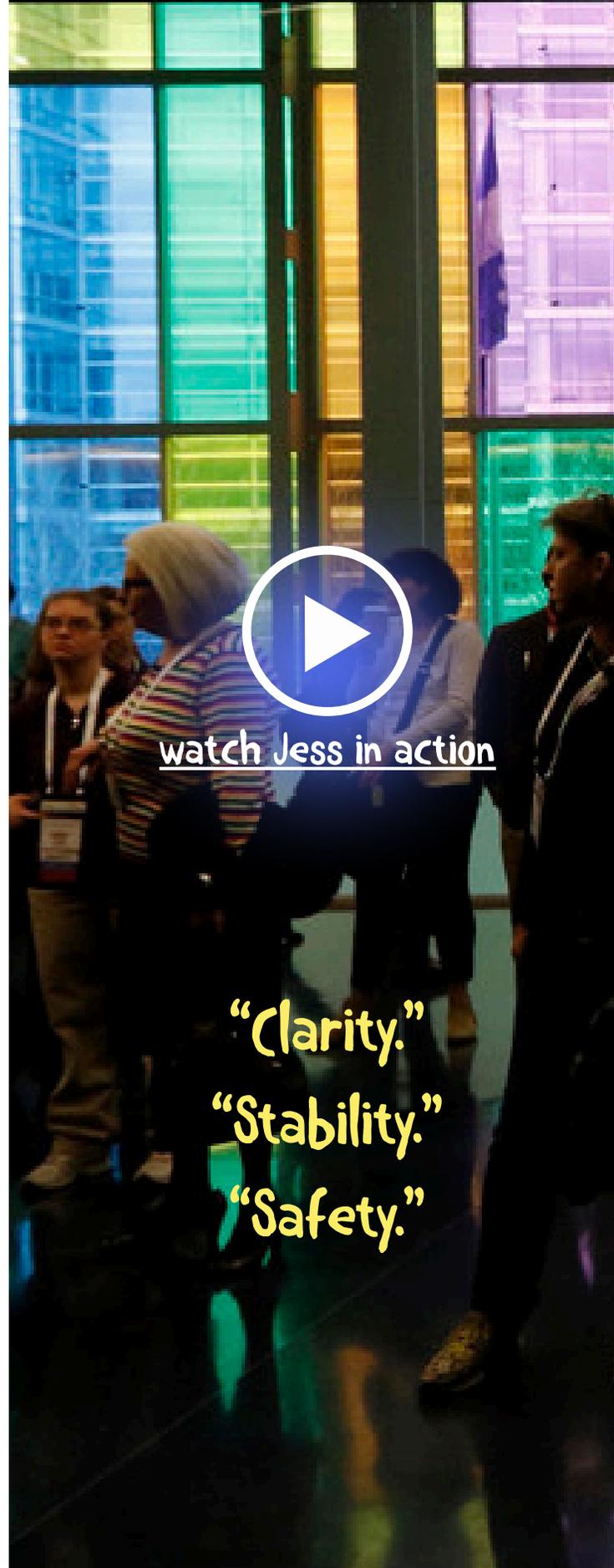
- **Jim Hight**, *The Power Writer*

Jess's books made me look at the bigger picture, and although I am just a small pixel in the overall piece, without me, there would be a hole. I matter. Each pixel matters.

- **Bethanie Bradley**, *Ocean County Prosecutor's Office*

let's talk!

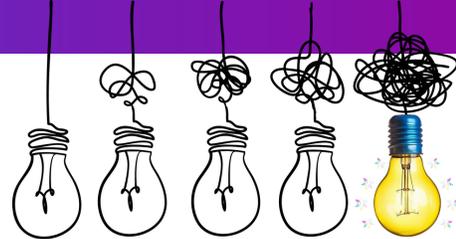
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"Clarity."  
"Stability."  
"Safety."

# Oh Wait... There's More!



## Educational Workshops (Break Outs or Virtual)

A decade ago, Jess Pettitt, MBA, M.Ed., CSP, foresaw how technology would soon enable workshops and trainings to move online, so she developed a 3-5-part series that would guide participants through her signature process of self-reflection and personal responsibility virtually. She started with organizations that had a third, swing, and/or night shift and realized that asynchronous learning was imperative for all organizations.

## AHEAD OF THE CURVE SO YOU CAN BE AHEAD OF THE GAME

Jess is one of the few speakers and educators prepared to offer webinars and virtual workshops that provide structured, reliable training for organizations that are navigating these uncertain times globally. Now, Jess is pleased to offer you this tried-and-true series, which has led more than 20,000 participants and their companies to their best organizational culture yet.

### TAILORED TO YOUR NEEDS

Typically, the series rolls out alongside additional consulting work or serves as a follow-up to conferences and trainings—think of it as aftercare that actually works. It's also a great way to build momentum and buzz for upcoming leadership initiatives or internal culture resets—which everyone's totally excited about... riiiiiiight?

The series rolls out with two **foundational workshops**:

- 🎯 "Corporate Social Responsibility: A Starting Place" and
- 🎯 "Unconscious Bias: Perceptions of Self and Others."

+1 wildcard 

Then, there is an opportunity for a **wildcard session\*** of your choice that does a deep dive into one topic while also giving participants an opportunity to practice the skills learned.

The series wraps with the **closing session**:

- 🎯 "Working Across Difference: Making Better Connections"

This closing session reinforces Jess's main keynote message and seals her reputation as "most hilarious person in the chat."

*\*Wildcard sessions allow for a breather and create a practice space where participants can apply what has been learned to specific issues and identities. You can choose one or more wildcard sessions from the [list provided here](#) and before your series concludes.*

### #0 Corporate Social Responsibility: A Starting Place

An accessible, action-focused introduction to understanding personal bias, impact, and responsibility—offering a practical starting point for deeper connection, communication, and long-term cultural alignment.

### #1 Unconscious Bias: Perceptions of Self and Others

Explore how your lived experiences shape perception and bias—then learn to recognize and shift unconscious habits to better understand yourself and others.

### #3 Working Across Difference: Making Better Connections

Learn how to better navigate cultural and personal differences at work by shifting focus inward—because building stronger connections starts with you.

+1 wildcard 

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# Let's Do This

## Things to Think About in Advance of Booking Jess that Lead to Success

- 🎯 The content can be completely customized based on theme, current events, audience, and relevant sticky-wickets (*my grandmother's term for residue on a fan*).
- 🎯 Programs can be customized for time, either planned or in response to an emergency. She has delivered a 4-minute keynote to get a program back on track and stretched content across several hours during a "shelter in place" encounter at a hotel near an active shooter situation.
- 🎯 An introduction can be found and should be read to set the tone in advance to Jess hitting the stage.
- 🎯 Jess moves around a lot! If there is a lectern or stage decorations, if they can be off to the sides or possibly back from the edge of a raised stage, this will allow for the best views. Jess will use the entire space to connect with participants (virtual/live stream and audience members deserve a GREAT show!)
- 🎯 If you know the color of the stage, theme, etc., Jess can wear contrasting colors and can even customize the color of her hair!
- 🎯 Jess prefers a handheld microphone and can work with whatever assists with the flow before and after her event.
- 🎯 Generally, Jess doesn't use PowerPoint (and certainly isn't a techy). Feel free to use the conference theme or logo slide during the speech or a flamingo!
- 🎯 Ideally, Jess will sign books in advance (to keep to the time schedule) and sell them at the back of the room. Books can also be purchased in advance at a bulk rate as well, so we can all have that Oprah moment!
- 🎯 A Deep Dive Breakout after the keynote is often VERY popular.
- 🎯 Jess has been sober for 19+ years and generally doesn't attend cocktail events yet continues to emcee evening programs with bar service. Just give her a heads up!

let's talk!

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Jess is a partner for you and your event – before, during, and after. Consider her a little hamster in your pocket (but not in a creepy way). No animals will ever be harmed.

[www.jesspettitt.com/shebang](http://www.jesspettitt.com/shebang)

## personal preferences

Jess loves local spots over chains—especially if there's a burger or milkshake involved. She's an early riser and early to bed—unless The Voice is on. Her husband and dogs get first pick of any gifts or swag. All four wear size small and prefer pens or pencils over mugs or bottles.



**All fees listed are gross and are commissionable at 25% unless otherwise agreed upon in writing.**

## In-Person Rates\*

Pricing below covers a single day (speaking, emcee work, etc., up to 8 hours).

- United States location (Lower 48) - \$15,000
- North America - \$20,000
- Anywhere else in the world - \$25,000

## Virtual Programming or Single Day of Emceeing^

- Keynote or Emcee (<7 hours) - \$12,500
- Full-Day Emceeing (up to 8 hours) - \$15,000

## Booking Packages

Same day rates below. Multi-day rates are available based on the scope of work.

- PreCon/Board Development and Keynote - \$15,000
- Keynote and Breakout - \$15,000
- Emceeing and Closing Keynote - \$15,000

## Travel

Client to book and pay for hotel accommodations, including day of event(s), and, if needed, based on Jess's travel schedule, day before and/or after event.

- Domestic travel buyout to cover flights and ground transportation - \$1,500
- International buyout to cover flights and ground transportation - \$2,500

*\*Jess doesn't have a specific multi-day rate (2 days = X, 3 days = Y). Daily rates are noted above, but she is open to negotiation for multi-day bookings based on your knowledge of the client/budget. United hub locations are also taken into consideration during negotiations.*

*^Pricing includes sound check/rehearsal. Clients producing virtual events at other studios may incur additional fees based on travel/scope of work.*

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watch Jess in action

Appreciation through humor.  
Patience and curiosity to listen  
more and build bridges. Grace,  
amusement, growth.

- Molly Casteel, *In Belonging*

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conversations that matter,  
Jess is ready to lead it.

Let's be gutsy, fearless,  
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## Resources for More Information

[Click here for Jess's bio, promotional headshots,  
keynote introduction, tech rider, rate card.](#)

