

KEYNOTE SPEAKER ON PURPOSE-DRIVEN LEADERSHIP

Siena Dean

*Purpose is the edge
AI can't replicate.*

Siena helps leaders and teams cut through noise, act with purpose, and lead confidently through AI-era change.

200+ SESSIONS DELIVERED | 7,000+ PROFESSIONALS REACHED | 5 Yrs ON STAGES



THE PURPOSE COMPASS™

Discern	Direct	Sustain
Read what's true	Point your energy	Keep choosing it

THE TALKS

Purpose Is Your Edge FLAGSHIP KEYNOTE • ALL THREE MOVES	Leadership conferences, all-hands, and leadership summits. The full Compass, built for rooms navigating AI-era change.
Judgment in the Age of Infinite Options DISCERN	For leaders and teams overwhelmed by AI options and looking for a filter for what's actually worth adopting.
The Alignment Gap DIRECT	For mid-to-senior leaders whose teams are busy but scattered — everyone active, nobody aligned.
Resilience That Compounds SUSTAIN	For organizations mid-transformation, or any team showing signs of change fatigue and resistance.
Sustain at Scale WORKSHOP OR SHORT ENGAGEMENT	For teams already performing well who need help institutionalizing what's working, not a wake-up call.
Raising Kids Who Know Their Why in an AI World CULTIVATE • EDUCATION & PARENT AUDIENCES	For schools, parent associations, and education conferences. The same three moves, reframed for how children form purpose.

FORMATS & INVESTMENT

Keynote	45–60 minutes	from \$5,000
Half-day working session	3–4 hours	from \$4,500
Full-day intensive	6–7 hours	from \$7,500
Lunch-and-learn or breakout	90 minutes	from \$2,500

Every engagement includes a pre-event discovery call, framing customized to the room's actual problem, a participant leave-behind, and a post-event recap. Now booking Fall 2026. Introductory partnership rates are available for a limited number of Tampa Bay engagements this season.

IDEAL FOR Leadership conferences • corporate all-hands and offsites • HR and L&D programs • association and chamber member events • women's leadership programming • education and parent-facing events

Give your audience a mission they can act on.

Book an introductory call: calendly.com/sienadean/30min
siena@sienadean.com • sienadean.com • Tampa, Florida

Full stage & AV requirements and speaker kit: sienadean.com/speaker-kit • Rates current as of August 2026.



BOOK A 30-MIN CALL