SARAH PERUGIA

LEADERSHIP TRANSFORMED

Whole-Person Talent Development Specialist, Master Coach & Keynote Speaker

Keynote Speaking

Helping make your event lively, interactive, and memorable!

Information for Bookers



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- Are you planning an important event?
- Would you like it to be **energising**, **interactive**, and **enjoyable**?
- Would you like to **spark** great conversations and new ideas?

94%

of employees would stay longer in a company if it invested in their learning and development

Source

Make your event unforgettable...

Whether you're hosting a conference, uniting your organisation, celebrating a milestone, or leading a women's network, every event is a powerful opportunity to make an impact and spark change, especially when it comes to investing in your people.

This is our speciality. With over 20 years of experience supporting leaders, I've seen firsthand the impact of creating spaces where individuals feel **seen**, **supported**, and able to **thrive**.

Keynotes and panel discussions can set the tone, launch conversations, and inspire action. They're **thought-provoking**, **energising**, and **highly interactive**, encouraging audiences to reflect, share, and take positive, practical steps forward. To truly engage your audience and spark meaningful conversations, you need a speaker with the **confidence** and **energy** to capture the room from the outset - someone who's delivered **impactful** sessions to hundreds of people, knows what resonates, and understands how to create an unforgettable experience. My sessions **uplift**, **challenge**, and **inspire**, all while offering practical tools and powerful mindset shifts.

I deliver keynotes and moderate panels on a range of professional development topics - from **building visibility**, developing a standout **leadership brand**, having **confident conversations**, and using storytelling to **influence** and **inspire**. Whether virtual or in person, every session is crafted to spark conversation, build connection, and create momentum for what's next.

What an exceptional Keynote delivers:

- Opens your event with **energy** and **interactivity**, setting an engaging tone from the start.
- Captures **attention** and sparks **curiosity**, ensuring the audience is fully invested.
- Fosters **connection** and shared purpose, bringing people together around common goals.
- Challenges current thinking and encourages **embracing fresh perspectives**.
- **Reinforces** key messages that align with team development and organisational growth.
- Creates **memorable moments** that resonate long after the session ends.

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All the information you will need for your event including bios, intro scripts, images, and AV requirements. If you don't see something you need, please reach out.

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Specialist Keynotes for HR, Learning & Development and DEI Events

These keynotes are ideal for organisation-wide events, conferences and specialist networks. They support cultural change, inclusive leadership and shoring up the female talent pipeline.

Whole Person Approach: The Path to Peak Performance

Many of the leaders we work with are hugely successful and appear to be leading incredibly impressive personal and professional lives – but often they're coping at the cost of their own health.

This keynote taps into a series of mindfulness exercises and Positive Psychology techniques to help you and your leaders take better care of themselves. This will have a hugely positive impact on personal relationships and professional progression and make sure your leaders are not simply surviving but actively thriving.

> *Sarah is fabulous! She is engaging, approachable and charismatic. She enabled the group of women to get to know one another through the skilled fostering of conversation and interactive exercises.*
>
> *There has only been positive feedback about Sarah from the participants and the buzz she has helped create.*



Lindsay Freeman
Lead Counsel at Stanford Women's Network UK



Leading With Purpose: The Power of Values-Driven Leadership

What happens when leaders connect to something deeper than targets?

This keynote explores how values-driven leadership creates deeper impact, more motivated teams, and a culture that people want to be part of. It's a powerful invitation for leaders to tune into what truly drives them, and to lead with clarity, conviction, and purpose.

We'll unpack the science behind intrinsic motivation and why a sense of meaning at work matters. Your leaders will leave with renewed energy, a stronger connection to their 'why', and practical tools to lead in a way that feels authentic to them and inspiring to others.

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Rewrite the Rules: Career Confidence for Female Leaders

Do you want your female leaders to thrive without the burnout, bravado, or pressure to 'fit in'?

This keynote offers a powerful reframe of what it means to lead as a woman today, challenging outdated norms of confidence, ambition, and success. Designed for organisations serious about retaining and developing top female talent, this session explores how to support women to lead on their own terms.

Expect fresh thinking, powerful shifts in perspective, and practical strategies that help women lead with more ease, self-trust, and impact.

Invest in Her: The ROI of Female Leadership

When we invest in women, we invest in the future of work.

Whether you're leading a network, shaping policy, or navigating your own leadership journey, this keynote makes a powerful case for investing in women at every level - not just because it's fair, but because it's smart.

We'll explore what it takes to nurture and retain female talent in today's world of work, the data behind diverse leadership, and what still gets in the way of progress. You'll leave with a clear picture of why female leadership isn't a nice-to-have; it's essential to building more innovative, resilient, and future-ready organisations.



Sarah and I worked on a DEI virtual event together - working with Sarah was fun, thought-provoking and seamless.

Sarah is very personable and this, along with her expansive knowledge makes her a great keynote speaker both in-person and virtually. She has a warm and kind personality that really shines through in her delivery and the examples she uses during her keynotes make her very relatable, keeping her audience engaged throughout.

I look forward to booking more events with her for HP in the future!



Sophie Hendry
Channel Programs Partner Manager Power Services at HP

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Specialist Keynotes for Women's Networks

Designed to inspire and empower female talent. Perfect for International Women's Day, network events, and leadership programmes.

Beyond Words: The Transformative Power of Body Language

When it comes to first impressions, we have seconds, not minutes, to create a positive connection.

In this enlightening keynote, we'll explore the silent influence and discover the transformative power of body language. Drawing from two decades of sharing the actor's toolbox with corporate leaders, we reveal the secrets to making an instant impact through non-verbal communication. We share how subtle changes in body language can revolutionise how you feel but also how others react to you.

Is Happiness the Key to Success? Positive Psychology and Performance

What if happiness wasn't the reward for success, but the foundation of it?

This keynote dives into the science behind Positive Psychology and the proven link between happiness and performance. Backed by the latest research from neuroscience and Positive Psychology, it offers a fresh perspective on how feeling good helps leaders think clearly, build stronger relationships, and make more confident, values-led decisions.

Female leaders are often navigating intense workloads and high expectations, and too many are surviving rather than thriving. This session shares practical strategies designed to boost your leaders' happiness and professional success, creating a positive ripple effect that benefit your entire organisation.

Visible, Vocal, Valued: Building Your Presence and Influence

This empowering keynote is designed for women who are ready to step into greater visibility and influence at work, without having to change who they are. We'll explore the connection between being seen, being heard, and being valued, and why this can feel harder for women, even at the top.

We'll unpack the subtle barriers to visibility, the real story behind Imposter Syndrome, and why it so often affects brilliant, high-achieving women. More importantly, we'll share practical strategies to help your leaders speak up, shape perceptions, and share wins with confidence and pride.



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How to Inspire Action Through Storytelling

Great leaders aren't just strategic - they're storytellers.

This keynote dives into the art and science of storytelling and why it's an essential skill for anyone looking to make a message land. We'll explore how stories build trust, shape culture, and bring big ideas to life - whether pitching, presenting, or leading a team.

Expect practical tools, inspiring examples, and a fresh understanding of how to tell stories that are human, relevant and real. This keynote is for female leaders ready to communicate with more impact and authenticity, transforming how you show up and connect, for good.

The Charismatic Edge: The Science of Engaging Presentations

Step beyond traditional presentation skills and into a world where theatrical techniques meet neuroscience. This keynote is designed to empower your female leaders to exude confidence, command attention, and captivate an audience when pitching or presenting.

We introduce a number of body language insights, conversational and listening tools, positive-mindset exercises, and rapport-building techniques that will help your leaders grow in confidence and feel fully in control of any nerves. We'll explore how to network and build professional relationships with assurance, clearly and confidently express ideas and opinions, and make the most of – or even create – new career opportunities.

What Makes You Remarkable? Personal Brand Mastery

What truly sets your leaders apart, and how can they harness it to inspire, influence, and lead with impact?

This keynote explores the power of personal brand as a tool for self-awareness, visibility, and influence - helping women show up with authenticity and confidence in every space they step into.

We'll uncover the strengths, values, and stories that make each individual unique, and share practical strategies for articulating them through compelling elevator pitches. The result? More confident leaders who own their voice, build stronger relationships, and contribute to high-performing, values-aligned teams.

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Investment...

From £4,000
(plus VAT and travel expenses)

All of our work is bespoke as we know that leadership is not a one-size-fits-all journey. We'll partner with you to understand your goals and design a thought-provoking, interactive session that sparks engaging discussions.



Style and approach...

Expect an interactive, engaging, and thought-provoking experience from start to finish. Whether it's a keynote or panel discussion, the focus is on sparking meaningful conversations and ensuring every voice is heard.

With a confident, high-energy approach, I know how to capture a room - whether it's hundreds of attendees or a more intimate group. I use storytelling, real-life examples, and audience interaction to keep engagement levels high, encouraging questions and discussions that resonate.

I'll work closely with you to understand your event goals and design a session that's both memorable and meaningful. Your audience will leave feeling inspired, empowered, and equipped with practical strategies they can put into action straight away.

> *I had high expectations and Sarah exceeded them in every aspect, seamlessly blending theory with practical application to make this not only informative but also incredibly enjoyable.*
>
> *The day was not just valuable but transformative, to the extent I invited Sarah to the BBC again.*
>
> *Sarah really lives the principles which she teaches, bringing the subject to life with a contagious enthusiasm for learning! I thoroughly recommend Sarah to anyone seeking to enhance their personal brand and unlock their full potential. Thank you!*



Oliver Niemiec CMgr MCMI,
Distribution Manager at BBC

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What's it like working with Sarah...



"Sarah is the best of the best! After having done some coaching with Sarah previously (which stays with me to this day) I was delighted to hear she also gives keynote talks. Sarah was a complete professional. From planning the talk and being open to our ideas to how to adapt the presentation. On top of this, the talk itself was excellent - it was thorough, practical, dynamic and easy to digest for the participants."

Ellie Challis ACIM, Senior Marketing Manager at Oxford PharmaGenesis



"As a lecturer, I have seen many, many speakers presenting professionally, and I can attest to Sarah's charisma, presence, and ability to connect with each member of the audience while holding space for the group to come together in a shared experience. In short, she left a lasting impression and transformed our understanding of resilience. I highly recommend Sarah!"

Daisy Chung, Senior Lecturer in Management



"It's been an absolute pleasure to partner with Sarah. What was great for us, was that her sessions are highly tailorable, so they tackle challenges you are facing as a business head-on. They were interactive with a good balance of theory and practice. On top of that, Sarah is brilliant at reading the room and can feel if energy is dropping and you may need to refuel. She is very easy to talk to, professional, organised, genuinely a lovely person to be around and always makes us feel like her number one client. It's like you became part of our company."

Eva Morgan, Head of People, Brandpie

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“Sarah delivered two sessions during our annual conference of over 7000 delegates. Sarah very quickly grasped what we were looking for, brought new ideas to the table, and turned our draft ideas into a superbly designed program that worked. Sarah was meticulous in her preparation, immensely kind to those involved, and generous with her time and expertise. Her professional approach and on-stage presence really engaged the audience. By the end of the afternoon, there was a huge buzz in the room and a concrete sense of camaraderie and excitement among the delegates. I would highly recommend Sarah and hope we get to work together again.”

Alex Barnacle, Consultant Paediatric Interventional Radiologist at GOSH NHS Foundation Trust



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Suggested Intro...

This is for you to use to introduce me at the event. Please note: this is different from my bio.

Our next speaker for the ***{insert event name here}*** *is a whole-person leadership transformation specialist, expert women in leadership coach, and campaigner for gender equality. Over the last two decades, Sarah has worked with diverse teams and individuals across the globe, empowering them to advance their careers, build confidence, enhance performance, and ultimately flourish and thrive.*

With her background as a professional actor and training in Neuro-Linguistic Programming and Positive Psychology, she is going to share her expertise with us today and show us how we can ***{insert keynote overview e.g. master your personal brand and have a hugely positive impact on working relationships and team performance.}***

Without further ado, please give a very warm welcome to Sarah Perugia.



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Bios of Sarah...

For you to use in your promotional material



Short

Sarah, a captivating speaker and storyteller, champions a whole-person approach to leadership. Her work recognises that a leader's ability to connect with their team, inspire innovation, and drive productivity is deeply intertwined with happiness in their whole life, not just their careers. Combining her experience in professional acting and training in neuro-linguistic programming and Positive Psychology, Sarah delivers engaging and practical sessions on presence, personal impact, communication, and confidence, helping individuals and organisations thrive.

Medium-length

Sarah, a renowned speaker, and captivating storyteller, champions a whole-person approach to leadership. Her work recognises that a leader's ability to connect with their team, inspire innovation, and drive productivity is deeply intertwined with happiness in their whole life, not just their careers.

Drawing on her background as a professional actor, Sarah speaks about presence, personal impact, communication, and confidence - skills honed on the stage but crucial in the boardroom. Her training in Neuro-Linguistic Programming (NLP) and Positive Psychology provides a scientific and psychological foundation for her approach.

Sarah's dynamic sessions are known for their energetic, interactive, and practical nature, ensuring immediate applicability and long-term impact.

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Bios of Sarah...

For you to use in your promotional material

Long

Sarah, a renowned speaker and captivating storyteller, champions a whole-person approach to leadership. Her work recognises that a leader's ability to connect with their team, inspire innovation, and drive productivity is deeply intertwined with happiness in their whole life, not just their careers.

Leveraging *her background as a professional actor, Sarah speaks about presence, personal impact, communication, and confidence - skills refined on the stage but crucial in the boardroom. Her training in Neuro-Linguistic Programming (NLP) and Positive Psychology provides a scientific and psychological foundation for her approach. Sarah's sessions are known for their energetic, interactive, and practical nature, guaranteeing immediate applicability and long-term impact.*

Sarah works with individuals, teams, and large organisations, including Meta, Vodafone, Amazon, and Hugo Boss addressing values-led leadership, connection, and purpose. Beyond compelling keynotes and inspiring talks, Sarah offers a comprehensive range of services from one-to-one coaching, group workshops and bespoke leadership development programmes designed to encourage leaders to understand, embrace, and develop their own confident, inclusive, and impactful leadership style.

Photos of Sarah...





DOWNLOAD HERE

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AV requirements...

Please note that Sarah uses PowerPoint and video to present her content. She can use any laptop to present from but prefers to bring her own – at the moment, she's using an HP laptop with HDMI and USB connectors.

She brings:

- HP laptop
- HDMI and USB connectors
- Wireless presentation clicker
- Desktop PowerPoint presentation for 16x9 screens with embedded locally playable video files

She needs:

- ☑ **A wireless lapel or headset microphone**
- ☑ **Mains power socket to power her laptop**
- ☑ **A projector (HDMI or USB connector)**
- ☑ **A speaker system appropriate for the room which will receive audio output from the laptop**
- ☑ **Preferred: external comfort monitor**

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SARAH PERUGIA

EXECUTIVE LEADERSHIP MASTER COACH, FACILITATOR & KEYNOTE SPEAKER



I'm Sarah Perugia – a **whole-person leadership** transformation specialist, **expert women-in-leadership coach**, and **keynote speaker**. I bring over 20 years of experience helping organisations **develop**, **retain**, and **advance** their high-potential talent - supporting them to build **gender-equal** senior teams and unlock the full potential of their people.

I'm driven by the belief that true leadership goes beyond professional success - it's about nurturing the **whole** person. That means understanding and supporting the **values**, **strengths**, **passions**, and overall **happiness** of individuals, while creating cultures where people feel **connected**, **fulfilled**, and free to lead as their **whole selves**.

Drawing on my unique blend of professional acting and expertise in **NLP** and **Positive Psychology**, I bring a fresh and engaging approach to leadership development. I help individuals and teams lead with **purpose** - creating deeper impact, stronger collaboration, and meaningful change. I've worked with countless organisations to **strengthen** their **talent pipeline** and shape the next generation of **inspiring, inclusive leaders** - leaders who aren't just ready for the next step, but equipped to transform the way they lead.

- Accredited Insights Discovery Practitioner
- Accredited Master Coach (AMC) by IAPC&M
- Accredited MBTI Type Pro Coach
- Diploma in Coaching (Distinction) Noble Manhattan Ltd
- Diploma in Executive Coaching, Academy of Executive Coaches
- Advanced Facilitation Diploma, The Chartered Institute of Personnel & Development
- Advanced Counselling Skills, NHS
- Neuro-Linguistic Programming Practitioner, Edge NLP
- Positive Psychology Masterclass, Positive Psychology Training
- Accredited by Academy of Executive Coaches
- Member of the International Federation of Coaches
- Honours Degree in Philosophy, University of Manchester
- Diploma in Acting, Drama Studio London

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We bring over two decades of experience helping individuals and teams thrive



Our mission is to empower leaders to reach their **optimal performance and fulfilment,** and in turn help organisations become **successful and purpose-driven**.

Our unique approach focuses on **whole-person leadership**, recognising that a leader's ability to connect with their team, inspire innovation and positively impact performance is deeply intertwined with their own happiness. We don't just focus on refining leadership skills, we help individuals find their most authentic voices, align their values with their roles, and lead with authenticity and a deep connection to their purpose. Using this approach we have an incredible track-record of helping organisations across sectors to **retain** and **develop** their **top talent** and **build gender-equal senior teams.**

I lead a small team of highly skilled and experienced coaches, facilitators, and communication specialists, who all share in the belief of whole-person leadership. Together, we're creating a legacy of transformative leadership, nurturing both professional success and personal fulfilment. Our aim is to create a **strong talent-pipeline of inspirational, powerful leaders that can create a positive culture and amazing business success!**

SOME OF THE BUSINESSES WE HAVE WORKED WITH...

HewardMills Your Global DPO
Oxford PharmaGenesis The HealthScience Communicators
Microsoft
Envision Pharma Group
Henley Business School
birth companions
Meta
INTELSAT
hp
AstraZeneca
Pfizer
NTT DATA
CPM
BAYER
vodafone
STEM WOMEN
Whyte & Mackay
BRANDPIE
aws
HUGO BOSS

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> *I had the pleasure of working with Sarah for Microsoft UK's IWD 2023 event. Sarah's energetic and inspiring style made the sessions very interactive, fun and insightful. She brought a tremendous amount of value to the event and left a lasting impression on the attendees. I would highly recommend Sarah as a keynote speaker and coach if you are looking for someone who can deliver impactful, interactive and fun sessions. She is a true professional, and I look forward to working with her again in the future.*



Giulia Merlo,
Head of Customer Success at Microsoft

Next steps...

I'd love to help you make your event lively, interactive, and memorable!

Book a free no-obligation call here to discuss your event.

Or simply pick up the phone!

+44 7947 211 959

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