

ANNE MARIE ANDERSON

AGILITY IS YOUR ADVANTAGE

- **3X EMMY AWARD
WINNING BROADCASTER**
- **BEST-SELLING AUTHOR
OF CULTIVATING
AUDACITY**
- **30-YEARS OF ACCESS
TO SPORTS' MOST
SUCCESSFUL TEAMS**



ANNEMARIEANDERSON.COM



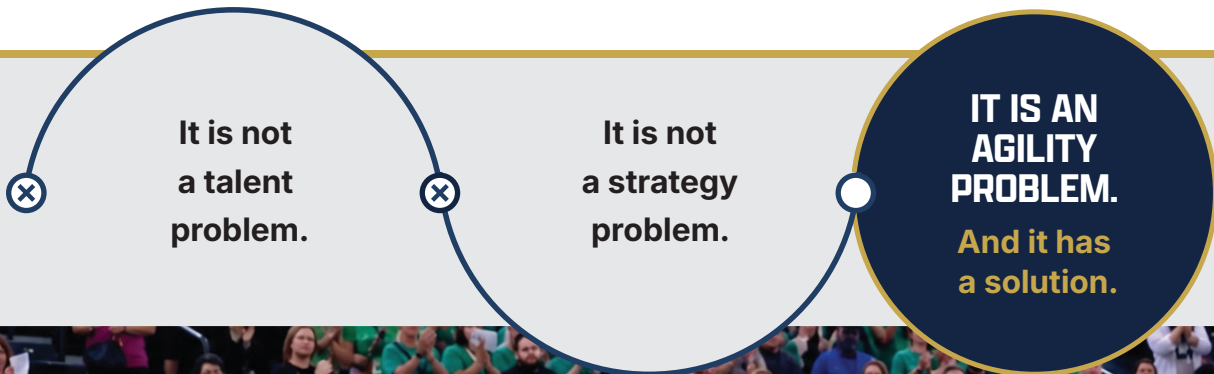
THE PROBLEM **SOLVED**



HOW DO THE BEST TEAMS WIN WHEN THE GAME KEEPS CHANGING?

Your team is talented. You have the right people.
You've invested in the right strategy. But somewhere
between the plan and result, something gets lost.

Decisions Stall. Teams pull in different directions.
The window closes before you move.



**ANNE MARIE ANDERSON TURNS THREE DECADES COVERING
THE WORLD'S BEST TEAMS INTO A KEYNOTE EXPERIENCE
THAT CHANGES HOW LEADERS PERFORM UNDER PRESSURE.**

MEET ANNE MARIE



ANNE MARIE ANDERSON IS A 3X EMMY AWARD WINNING BROADCASTER, BESTSELLING AUTHOR, AND KEYNOTE SPEAKER

She works with organizations to maximize their talent by building the agility to read a moment, the balance to stay steady inside it, and the control to make the call before the window closes.

Three decades on air. 1,500+ live broadcasts. Six Olympic Games. A front row seat to how Kobe Bryant, Serena Williams, Tiger Woods, LeBron James, Phil Jackson, and Michael Phelps made decisions under pressure. Anne Marie turned that access into **The Agility Drill®**, the framework she now brings to leaders who have the talent and the strategy but need the edge to out perform the competition under pressure.

ANNE MARIE'S MISSION IS CLEAR: SHAPE LEADERS WHOSE JUDGMENT GETS SHARPER AS THE STAKES GET HIGHER, SO DECISIONS LAND WHEN THE PRESSURE IS REAL.

**3X EMMY
AWARD
WINNER
SPORTS
BROADCASTING**

**1500+
LIVE EVENTS**
ESPN, ABC, NBC, FOX, TBS

**6 OLYMPIC
GAMES
SPECIAL EVENT
COVERAGE**
PLUS SUPER BOWL
NBA/MLB PLAYOFFS

**30+ YEARS
LIVE NETWORK
BROADCASTING**

AS SEEN ON



ONE OF A KIND KEYNOTE SPEAKER FOR PEAK PERFORMANCE, SALES & LEADERSHIP CONFERENCES



1

MOST LEADERSHIP SPEAKERS READ ABOUT CHAMPIONS. ANNE MARIE SAT DOWN WITH THEM.

She interviewed Kobe Bryant more than 40 times. She studied Phil Jackson and the greatest coaches of her generation from courtside. And then Anne Marie went where almost no one goes: inside the locker rooms of the most successful teams in sports. Few people are granted that access. Fewer still are women. AMA was in those rooms consistently, for three decades. **Your audience gets the lessons that came from that exclusive access.**

SHE PERFORMED THE SKILL SHE NOW TEACHES. LIVE. UNDER PRESSURE. WITH NO SECOND TAKES.

Her first time on live television went into 84.5 million homes. No rehearsal, no second take. She spent the next three decades doing it in front of audiences in the tens of millions, adjusting on air every time the plan fell apart. She doesn't tell your team to be agile. She shows them how, because it was the job. **It isn't the first decision. It's what they do the moment that decision stops working.**

2



3

SHE IS NOT A MINDSET COACH. SHE CHANGES BEHAVIOR.

Anne Marie's keynotes are not inspiration with an expiration date. They are frameworks built from decades of watching elite performers make decisions under pressure, and distilled into tools your team can use the very next day. Not someday. Monday. **Audiences leave knowing precisely how to adapt shifting markets, new technology, or the unexpected without losing their footing.**

READ THE MOMENT. MAKE THE CALL. CHANGE THE GAME.

THE AGILITY ADVANTAGE



EVERY DECISION HAS AN EXPIRATION DATE.

Today's leaders aren't rewarded for solving yesterday's problems. The very best leaders read the moment for what it is, not what they hoped it would be, then make their move before they become predictable.

During more than three decades working for ESPN, three-time Emmy Award-winning broadcaster Anne Marie Anderson was in the locker rooms and boardrooms of the most successful teams and organizations in sports. Along the way, she noticed a pattern. The leaders and teams who consistently outperform everyone else aren't necessarily the most talented.

They're the most agile.

Drawing on more than three decades of front row access to the world's highest pressure moments, including more than forty interviews with Kobe Bryant and conversations with Tiger Woods, Serena Williams, and other elite performers at the height of their careers, AMA explains the decision making patterns that separate leaders who react from those who consistently outperform under pressure.

It isn't the first decision. It's what they do the moment that decision stops working.

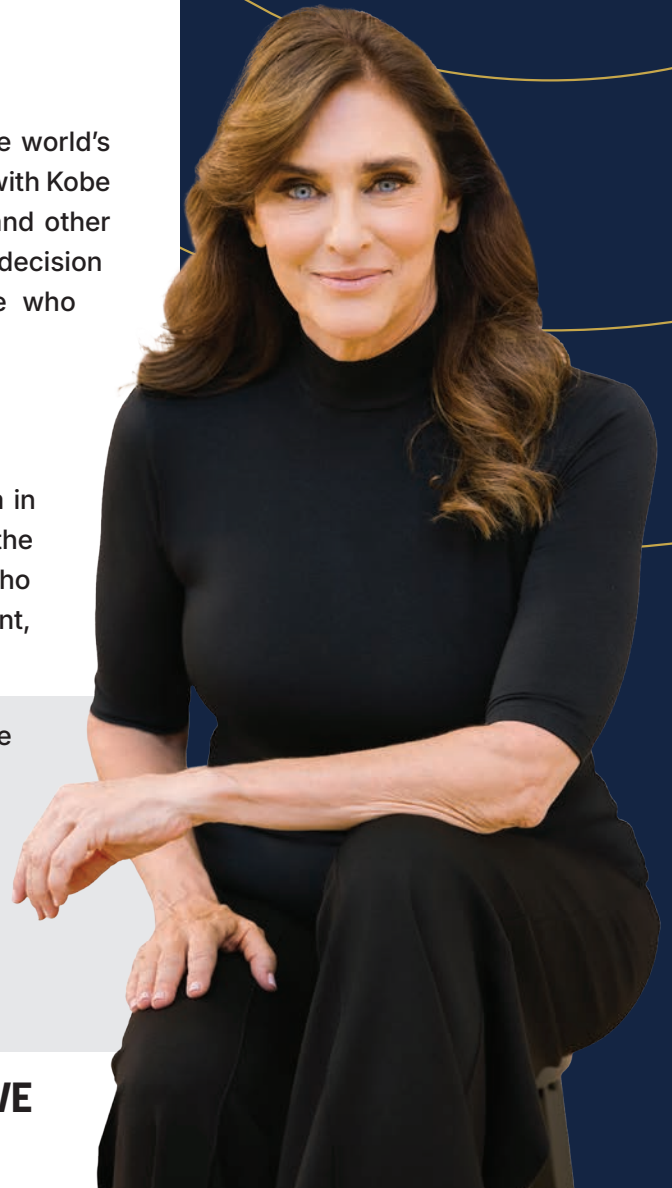
Markets shift. Priorities change. The strategy that won the room in Q1 stalls out by Q3. The leaders who separate themselves aren't the ones who commit hardest to the original plan. They're the ones who can release it the instant the moment demands something different, without losing credibility, momentum, or their team's trust.

Through her signature framework, The Agility Drill®, Anne Marie gives leaders and teams a practical, repeatable approach for reading a room, responding with precision, and releasing what no longer works, so they can re-enter the moment sharper than before. Rather than another leadership theory, it's a system they can apply immediately, in the boardroom, on the retreat stage, and in the decisions that shape a quarter, a culture, or a career.

BECAUSE YESTERDAY'S PLAYBOOK WON'T SOLVE TODAY'S CHALLENGES. AGILITY WILL.

AUDIENCE TAKEAWAYS:

- Read the moment with precision.
- Communication that lands.
- More adaptable teams.
- Greater trust when it matters most.



SPOT THE SHIFT. ADJUST THE PITCH. CLOSE THE DEAL.

AGILE SALES



EVERY SALES PITCH HAS AN EXPIRATION DATE.

Today's top producers aren't rewarded for running the perfect script. The very best ones read the buyer for who they are in that moment, not who they were on the last call, then adjust before the deal goes cold.

During more than three decades working for ESPN, three-time Emmy Award-winning broadcaster Anne Marie Anderson was in the locker rooms and boardrooms of the most successful teams and organizations in sports. Along the way, she noticed a pattern. The sales teams and leaders who consistently outperform everyone else aren't necessarily the most talented.

They're the most agile.

Drawing on more than three decades of front row access to the world's highest pressure moments, including more than forty interviews with Kobe Bryant and conversations with Tiger Woods, Serena Williams, and other elite performers at the height of their careers, AMA explains the decision making patterns that separate sellers who freeze up when a deal shifts from those who close it anyway.

It isn't the first pitch. It's what a seller does the moment that pitch stops landing.

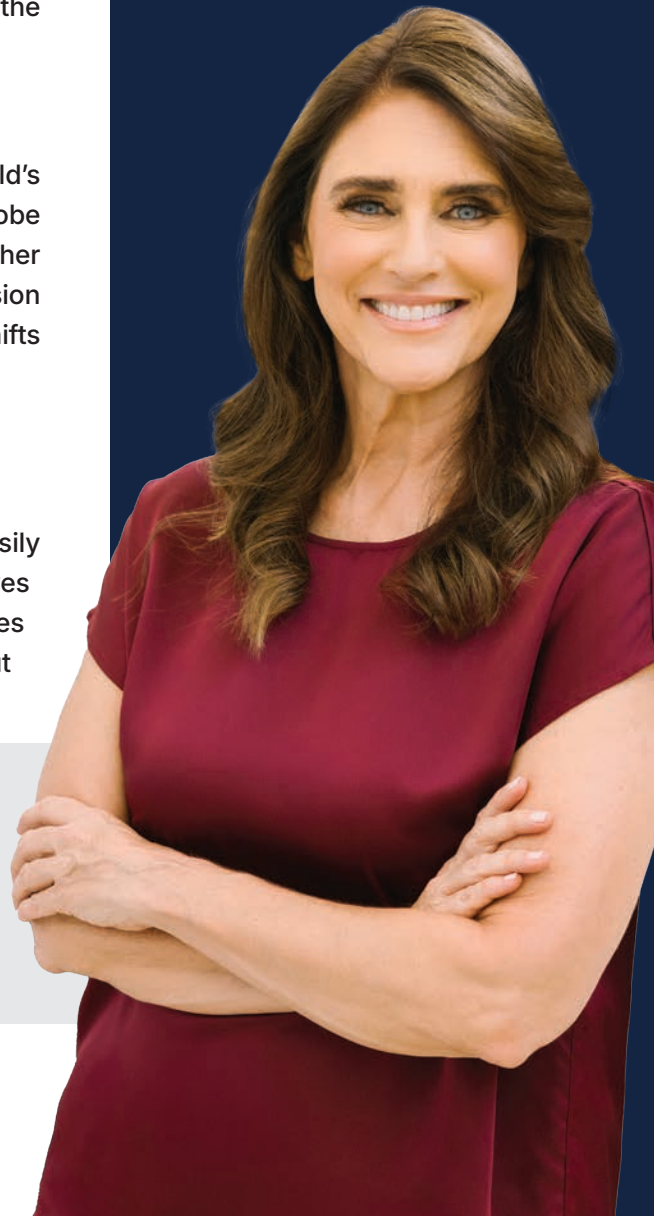
Buyers change their minds. Budgets move. The objection that closed easily in Q1 stalls the whole deal by Q3. The sellers who separate themselves aren't the ones who push hardest on the original pitch. They're the ones who can read the shift, adjust in real time, and close anyway, without losing trust or the relationship.

Through her signature framework, The Agility Drill®, Anne Marie gives sales teams a practical, repeatable approach for reading a buyer, responding with precision, and releasing a pitch that no longer fits, so they can re-enter the conversation sharper than before. Agility isn't a trait some reps are born with and others aren't. It's a system, and it can be built by design, not left to instinct.

**BECAUSE YESTERDAY'S PITCH WON'T CLOSE
TODAY'S DEAL. AGILITY WILL.**

AUDIENCE TAKEAWAYS:

- Spot buying signals sooner.
- Pivot with precision when deals go off script.
- Improve close rates.
- Build teams that stay composed under pressure.



DECIDE BOLDLY. TAKE THE RISK. MAKE THE MOVE.

AGILE AUDACITY



WHAT IF THE BIGGEST RISK ISN'T MAKING THE WRONG MOVE, BUT WAITING TOO LONG TO MAKE ONE?

The best leaders know that success is not just about having the right strategy or the right talent. It is about recognizing when the moment has changed and having the courage to change with it. Agility is knowing what the moment requires. Audacity is having the courage to act on it.

In *Agile Audacity*, three-time Emmy Award-winning broadcaster and author Anne Marie Anderson draws from three decades inside the highest-pressure moments in sports, where the difference between winning and losing often comes down to what happens when the original plan no longer fits the moment.

The most successful leaders and teams do not cling to what worked before. They read what is happening now, respond with precision, and have the audacity to move before certainty arrives.

Agility is the skill. Audacity is what allows you to use it.

Through unforgettable stories from championship locker rooms, live television, and her own unconventional career, Anne Marie shows audiences how to:

- Read the moment and recognize when changing circumstances require a different move.
- Respond with precision instead of relying on yesterday's playbook.
- Release the need to be right, loosening your grip on what no longer serves the outcome.
- Act with audacity, making the bold move before certainty, permission, or perfect timing arrives.

Because recognizing the right move is only half the equation.

Agile Audacity gives leaders and teams a practical way to navigate uncertainty, make stronger decisions under pressure, and move when the window is open instead of realizing afterward that it has closed.

**AUDACITY IS WHAT GETS YOU
TO ACT ONCE AGILITY TELLS
YOU WHAT THE MOMENT REQUIRES.**

AUDIENCE TAKEAWAYS:

- A practical framework for reading changing circumstances
- Responding decisively
- Releasing what no longer works
- Having the audacity to act when the moment demands it



CULTIVATING AUDACITY: DISMANTLE DOUBT AND LET YOURSELF WIN



Anne Marie's book debuted as Amazon #1 New Release in Career Growth and Diversity. She has been featured in Forbes, on Good Morning America, and across ESPN networks.

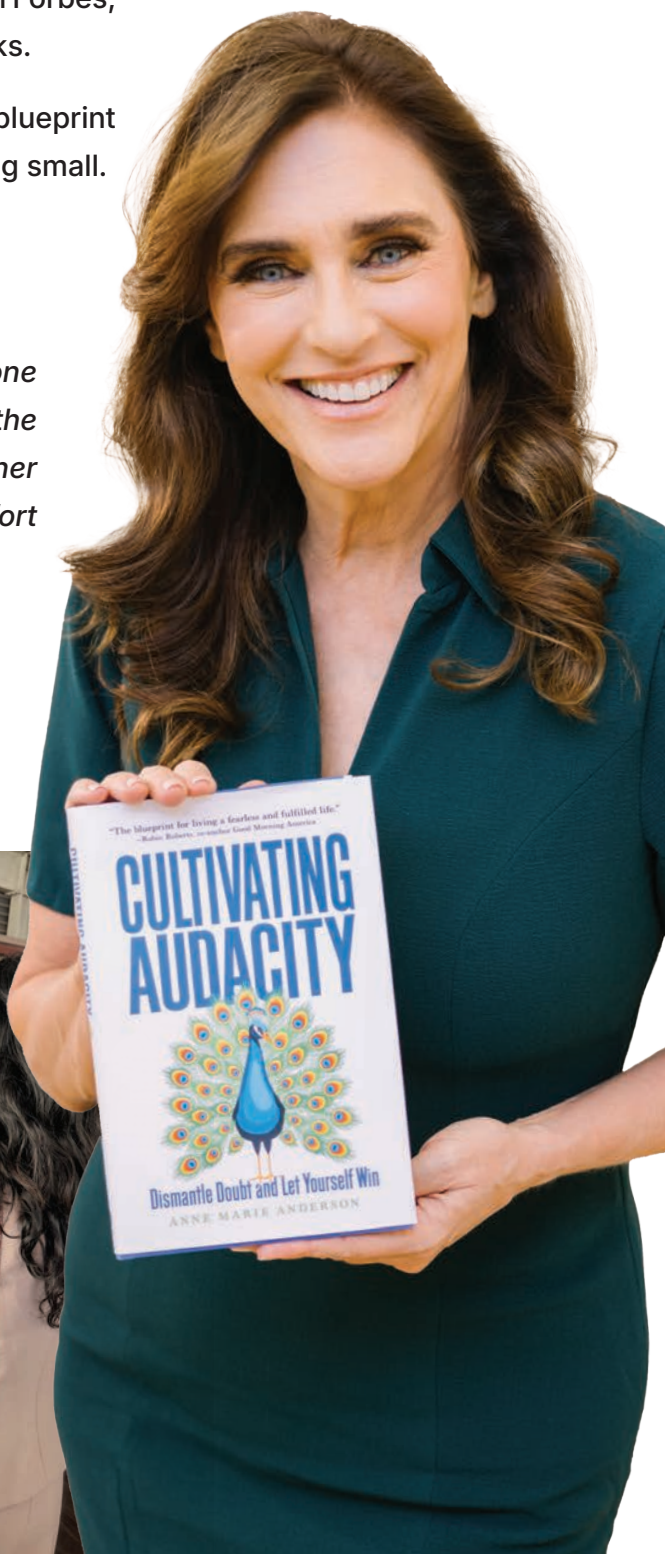
Cultivating Audacity: Dismantle Doubt and Let Yourself Win, is a blueprint for overcoming the hesitation that keeps capable leaders playing small.



Mike Tirico - NBC Sports Play-by-Play Announcer/Host

"For as long as I've known Anne Marie, she's been someone who's never been afraid to take on new challenges pushing the boundaries of what's possible. Cultivating Audacity embodies her spirit. This book is for anyone ready to step beyond their comfort zone and transform their vision into reality."

ACTIVATING AGILITY AS A LEADER TODAY TAKES AUDACITY.



WHAT PEOPLE ARE SAYING



JIM GIANOPULOS

Chairman and CEO, 20th Century Fox
and Paramount Pictures

**"A masterclass in how to take
bold risks and turn them into
groundbreaking success."**



BRIAN WALKER

SVP of AI and Operations,
DraftKings

**"One of the most
powerful sessions
I have ever been in."**



FABY TORRES

Global Chief Marketing Officer,
Gap

**"Anne Marie offers more than just
inspiration. She provides actionable
steps for evaluating whether your
goals are still in sync with your
evolving purpose."**



ROBIN ROBERTS

Co-anchor,
Good Morning America

**"Anne Marie has written the
blueprint for living a fearless
and fulfilled life."**



JAY BILAS

ESPN / NYT Bestselling Author,
Toughness

**"She speaks from great
experience when illuminating
what it takes to accomplish your
goals while constantly adapting to
and overcoming obstacles, and I
always listen. She is the real deal."**



CHARITA JOHNSON

Vice President,
Peloton Interactive

**"Anne Marie is both a proven
leader and storyteller. Her
empathy and humor allow
her to connect with the
audience immediately."**

WATCH HER IN **ACTION**



REAL STORIES.

REAL IMPACT.

**WATCH
SPEAKER REEL**



annemarieanderson.com/keynotes/

**BOOK
ANNE MARIE**



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