

3X EMMY AWARD WINNER. BEST-SELLING AUTHOR. KEYNOTE SPEAKER.

SPEAKER KIT

ANNE MARIE ANDERSON

THE AGILITY EXPERT

Three-time Emmy Award-winning broadcaster with a 30-year front-row seat inside the locker rooms and boardrooms of the most successful teams in sports - teaching leaders and teams how to read the moment, make the call, and move before the window closes.

**GIVE YOUR TEAM THE
AGILITY ADVANTAGE.**



AUTHOR OF
*CULTIVATING
AUDACITY*



ANNEMARIEANDERSON.COM



ABOUT ANNE MARIE



Anne Marie Anderson has spent more than three decades inside the most competitive rooms in the world, with unmatched access to the greatest athletes and coaches of her generation.

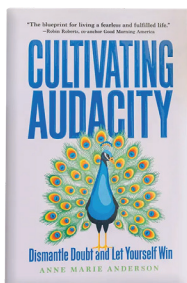
She interviewed **Kobe Bryant** more than 40 times across his career. Sat down with **Tiger Woods** at the peak of his dominance. Covered **Serena Williams**, **LeBron James**, **Phil Jackson**, **Michael Phelps** and the architects of championship organizations in the **NBA**, **NFL**, **MLB**, and beyond.

That kind of access changes how you see leadership. Through decades of watching the best in the world perform under pressure, lose everything, rebuild, and win again, Anne Marie noticed a pattern.

The best in the world had something beyond talent. The trained ability to read a situation as it actually is, not as it was or as you wish it were, and move decisively before the window closes. That insight is the spine of her keynote, *The Agility Advantage*, and the framework she brings to corporate teams, C-suites, and leadership conferences worldwide.

She has called over 1,500 live events for **ESPN**, **ABC**, **NBC**, **FOX**, and **TBS** and produced **ESPN SportsCenter** coverage across six Olympic Games, the Super Bowl, NBA and MLB playoffs, heavyweight title fights, and golf's majors. She was the only female broadcast partner Basketball Hall of Famer Bill Walton ever had.

Anne Marie is a mother of three and a lifelong athlete. She still appears regularly on ESPN, and travels the world sharing what she has learned behind closed doors.



Her book, *Cultivating Audacity: Dismantle Doubt and Let Yourself Win*, debuted as Amazon #1 New Release in Business Diversity and Career Growth. She has been featured in *Forbes*, on *Good Morning America*, and across the ESPN family of networks.

**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



3 REASONS ANNE MARIE IS THE KEYNOTE SPEAKER FOR CORPORATE TEAMS, LEADERSHIP SUMMITS, AND CONFERENCES



1

SHE DIDN'T STUDY GREATNESS FROM THE OUTSIDE. SHE WAS IN THE ROOM.

Most leadership speakers read about champions. Anne Marie sat down with them. She interviewed Kobe Bryant more than 40 times. She covered LeBron James, Tiger Woods, Serena Williams, and the architects of championship organizations across the NBA, NFL, MLB, and beyond. She studied Phil Jackson and the greatest coaches of her generation from court-side. And then she went where almost no one goes: inside the locker rooms of the most successful franchises in sports. The locker room is one of the most restricted environments in professional athletics. Few people are granted that access. Fewer still are women. Anne Marie was in those rooms consistently, for three decades. She had access few people ever get. Your audience gets the lessons that came with it.

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

Agility is not a concept Anne Marie read in a book. It is what she did every time the tally light went on. As the only female broadcast partner Basketball Hall of Famer Bill Walton ever had, she has called over 1,500 live events for ESPN, ABC, NBC, FOX, and TBS, reading the moment and making the call in real time for a national audience. She produced ESPN SportsCenter coverage across six Olympic Games, the Super Bowl, NBA and MLB playoffs, heavyweight title fights, and golf's majors. She does not tell your team to be agile. She shows them exactly how it is done, because she has done it at the highest level and on the biggest stages in the world.



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 three 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 read a moment, make the call, and move before the window closes. Her book, *Cultivating Audacity*, debuted as Amazon's #1 New Release in Business Diversity and Career Growth. The stage is just where it starts.

SHE DOESN'T JUST TALK ABOUT AGILITY. SHE LIVED IT ON THE WORLD'S BIGGEST STAGES.

WHY HIRE **ANNE MARIE**



6 REASONS WHY MEETING PLANNERS CONTINUE TO BOOK ANNE MARIE



PREPARATION

Anne Marie shows up obsessively prepared. Discovery calls with stakeholders, custom research into your audience and industry, and a tailored opening that proves she did her homework.



STAGE AGILITY

Three decades of live, unscripted broadcasting in front of hundreds of millions of viewers means Anne Marie can read a room in real time and adjust on the fly. Last-minute agenda change? Tough room? She rolls with it.



CUSTOMIZATION

Every keynote is built around your goals, not a stock script. Anne Marie weaves your themes, your language, and your audience's real challenges into every story and every tool.



HUMOR + HEART

Audiences laugh out loud one minute and lean in the next. Anne Marie's stories from the world's biggest stages land because they are real, human, and as entertaining as they are insightful.



PRACTICAL TOOLS

No vague inspiration. Every keynote ships with three to four specific agility tools your team can use the next day in real conversations, real decisions, and real meetings.



WORK ETHIC

Anne Marie treats your event the way she treats every ESPN assignment with care, intentionality, and zero tolerance for showing up under-prepared. Planners notice. Audiences feel it.



3 SIGNATURE KEYNOTES



ONE THROUGHLINE AGILITY

Anne Marie's signature keynotes are built around the one skill she saw show up in every championship locker room, every boardroom, and every leadership team she covered: the ability to read the moment, make the right call, and move before the window closes.

THE AGILITY ADVANTAGE

Read the Moment. Make the Call.
Change the Game.



AGILE SALES

Communicating with Clarity,
Confidence, and Control.



AGILE AUDACITY

Redefining Power, Possibility,
and the Permission to Shine.



EVERY ENGAGEMENT IS FULLY CUSTOMIZED TO YOUR AUDIENCE AND GOALS.

Whether your team is navigating disruption, redefining what's possible in leadership, or learning to own the message under media pressure, every keynote is fully customized, and everyone leaves with practical tools your team can use immediately.

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 TAKEAWAY:

- 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.

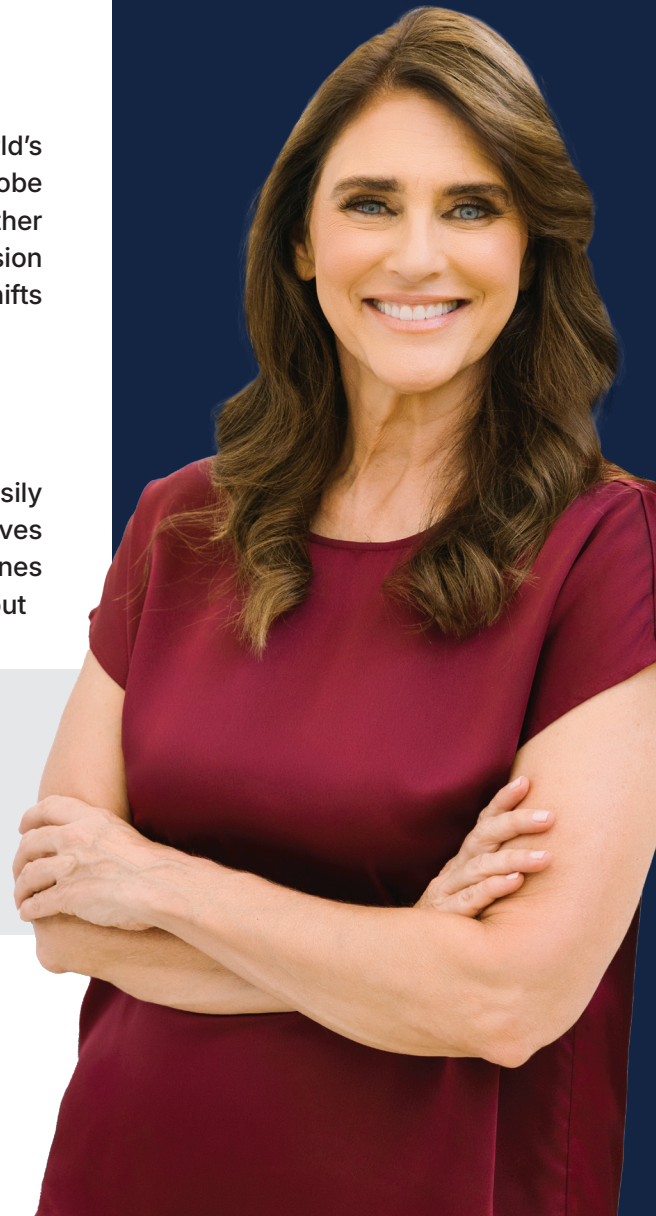
Buyers change their minds. Budgets move. The objection that closed easily in Q1 stalls the whole deal by Q3. The sellers who separate themselves aren't the ones who push hardest on the original pitch. They're the ones who can read the shift, adjust in real time, and close anyway, without losing trust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

- 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 TAKEAWAY:

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



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

**"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."**

REAL LEADERS. REAL IMPACT. REAL WORDS.

WATCH HER IN **ACTION**



REAL IMPACT.

POWERFUL STORIES.

**WATCH
SPEAKER REEL**



annemarieanderson.com/keynotes/

**BOOK
ANNE MARIE**



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KEYNOTES THAT MOVE AUDIENCES TO ACTION.

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3X EMMY AWARD WINNER. BEST-SELLING AUTHOR. KEYNOTE SPEAKER.

THE STAGE IS READY

BOOK ANNE MARIE FOR YOUR NEXT EVENT

Every engagement is fully customized to your audience, your goals, and the moments that matter most to your team.



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