



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Sally Hogshead, CPAE

*Travels from:* Florida

*Fee Range:* \$20,001 - \$40,000

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Sally measured hundreds of thousands of people to identify a scientific approach to personality branding. Over the past decade, her team has uncovered surprising trends about why certain people and companies succeed. Today, Sally teaches how to communicate and captivate in a world with a 9-second attention span.

When you fascinate a customer or employee, you immediately engage their interest. They're more likely to remember you, trust you, respect you, and buy from you. But if you fail to fascinate, they'll move on to the next option.

As a world-class branding expert, Sally discovered a new way to measure how people perceive your communication. Find out what makes you intensely valuable to others, so the world will see you at your best.

Sally rose to the top of the advertising profession in her early 20s, writing ads that fascinated millions of consumers. Over the course of her ad career, Sally won hundreds of awards for creativity, copywriting, and branding, and was one of the most awarded advertising copywriters right from start of her career, including almost every major international advertising awards. She showed the world the best of how the world sees a brand, and today she does the same for people and companies around the world.

To break through and stand out in any competitive environment, you must understand how to fascinate. In 2006 Sally began her research on fascination, including a groundbreaking national study by a global market research firm. Her research uncovered that the average attention span is now only 9 seconds, and that the brain is hardwired to focus on 7 specific types of messages.

Sally is the creator of The Fascination Advantage™: the world's first personality assessment that measures what makes someone most engaging to others. Unlike Myers-Briggs or StrengthsFinder, this test is not about how you see the world- but how the world sees you. She frequently appears in national media including NBC's Today Show and the *New York Times*.

Growing up with the last name "Hogshead" would give anyone an unconventional point of view. While studying at Duke University, Sally lived with an African tribe inside a goat dung hut. After graduation, she began a career in advertising, and in her early 20s, won more awards than any other writer in the U.S. At age 27, she founded her first ad agency, and next, was Creative Director/Managing director of illustrious agency CP+B. Clients included Nike, Coca-Cola, Godiva, Aflac, and MINI Cooper.

In 2010 and 2011, Sally led "Project Fascinate" for the Jägermeister brand (yes, that notorious liqueur). Within months, Jägermeister was named one of the "Hottest Global Brands" by Advertising Age.



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## Sally Hogshead continued

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Few keynote speakers blend a research-based message with the high-energy delivery required to inspire big audiences. She is one of the youngest inductees into the Speakers Hall of Fame. Her clients have included Intel, Cisco, Million Dollar Round Table, GE, New York Life, YPO, Inc. Magazine Leadership, and Intuit, with audiences ranging from Fortune 500 CEOs to entrepreneurs in Saudi Arabia.

Sally's first book was *Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life*. Published by Penguin, it outlines the rules for building a no-compromises career with a fascinating personality brand. Marcus Buckingham, one of the leaders behind Gallup's StrengthsFinder, writes: "Take inventory of your strengths, identify your passions, then do everything in your power to carve your career toward them. Only then will you, and everyone else, see the best of you. Want to know how? Read this book."

Her next book, *Fascinate*, was published around the globe, earning Sally a frequent spotlight in major media including Today Show and the New York Times. In 2014, Sally's newest book, *How The World Sees You*, hit bookstores. In this book, Sally explores the science of fascination, based on her decade of research with hundreds of thousands of participants, including Fortune 500 teams, hundreds of small businesses and over a thousand C-level executives.

### *Most Requested Programs...*

- The Fascination Advantage: Unlocking Your Personality's Natural, Hardwired Advantages
- The 9-Second Attention Span: How to Create a Fascinating Brand in Social Media and Beyond