



# MARJORIE DUDLEY

*EXPERT IN INSPIRING LEADERSHIP,  
EMPOWERING GROWTH, AND  
UNLOCKING POTENTIAL*



marjoriedudley



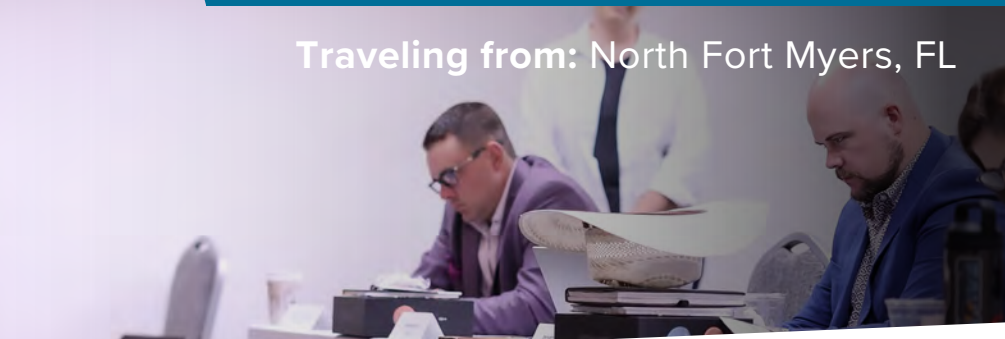
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# MEET MARJORIE

DYNAMIC SPEAKER AND COACH

Traveling from: North Fort Myers, FL



Marjorie has a unique gift for connecting with audiences on a profound level, delivering a powerful message of resilience and transformation. By courageously sharing her own vulnerable experiences of personal and professional setbacks—and her remarkable 180-degree turnaround—she inspires, motivates, and empowers others to confront their own challenges and rise above them. Her passion for helping people recognize the potential within themselves ignites a renewed sense of purpose, leaving audiences eager to take action and seize their future with confidence and enthusiasm.



## BUSINESS COACH AND TRAINER

As a professional Sales and Leadership Coach for Southwestern Consulting, Marjorie is passionate about helping clients build strong habits, develop positive self-talk, and become intentional about their lives to redefine what's possible.

Marjorie believes there are no shortcuts to success but rather a series of intentionally developed habits that take us where we want to go. In that pursuit, she helps clients identify, define, and execute the habits that will lead them toward their goals in business and in life.

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*I was referred to Marjorie Dudley by a dear friend of mine who makes very few professional recommendations and was very impressed by our very first conversation. She has been and continues to be, a critical component of our growth and optimization strategy as a company.*

-Aaron W. MD



Learn more at [MarjorieDudleySWC.com](https://MarjorieDudleySWC.com)



# DYNAMIC SPEAKER

ON INSPIRING LEADERSHIP, EMPOWERING  
GROWTH, AND UNLOCKING POTENTIAL

Marjorie's keynote presentations have a few key facets:



## Resilient

She embodies resilience, turning personal and professional challenges into powerful lessons that inspire others to persevere and thrive.



## Inspirational

Captivating audiences with her ability to share powerful stories of resilience and transformation, leaving them motivated to take action and achieve their full potential.



## Empowering

Through her coaching and speaking, she empowers individuals to embrace their potential, fostering intentional growth and life transformation.

## KEYNOTE PROGRAMS

### HOPE IS A STRATEGY

It's a juxtaposition on the common phrase "hope is not a strategy"; there is ample research that shows physical health, mental health, employee engagement, resiliency, productivity and many other outcomes improve when individuals tap into hope.

### AMBITION IS EVERYTHING

Using the acronym AMBITION to reframe lackluster performance through asking questions to bring out ones action, momentum, belief, intention, transformation, impact, opportunity, and never giving up. In doing so, individuals and organizations can realize massive improvement.

### TAKE YOUR BUSINESS/CAREER/COMPANY/TEAM TO NEW HEIGHTS

Helping people realize it's normal to feel a roller-coaster of emotions but there is a process to ensure we don't stay in the "valley of despair" by adopting hazardous attitudes, but instead developing use-or-lose habits like grit and perseverance that only expand when we challenge ourselves.





# HOPE IS A STRATEGY

## KEYNOTE DESCRIPTION

### ABOUT HOPE IS A STRATEGY

It's a juxtaposition on the common phrase "hope is not a strategy"; there is ample research that shows physical health, mental health, employee engagement, resiliency, productivity and many other outcomes improve when individuals tap into hope. It also reframes the definition of hope, which can sometimes be seen as a wish, to "the belief that my future will be better than my present and I have the ability to make it so" thus making hope an active verb. Everyone who has ever been successful has tapped into hope, whether realizing it or not. By learning strategies to intentionally access hope, we can drive desired outcomes.

Popularizing a more accurate but lesser known definition of hope, stated above, as coined by American Psychologist Charles Snyder to reframe Hope as the powerful force that it is. Using a HOPE acronym for catchy content that gives listeners tools to intentionally cultivate hope. Sharing, in part, a unique, heart-wrenching story about York that will captivate listeners as well as relatable business struggles and breakthroughs. And also incorporating hope research and data points that reinforce the empirical evidence that hope IS a strategy.



# AMBITION IS EVERYTHING

## KEYNOTE DESCRIPTION

### ABOUT AMBITION IS EVERYTHING

Using the acronym AMBITION to reframe lackluster performance through asking questions to bring out ones action, momentum, belief, intention, transformation, impact, opportunity, and never giving up. In doing so, individuals and organizations can realize massive improvement.

In recognizing that most individuals are hired believing they have what it takes to be successful in a role and yet, stagnation is extremely common and costly to organizations. The AMBITION acronym gives listeners memorable tools to either self-produce or guide a team member through a process of breaking out of a rut.

# TAKE YOUR BUSINESS/ CAREER/COMPANY/ TEAM TO NEW HEIGHTS

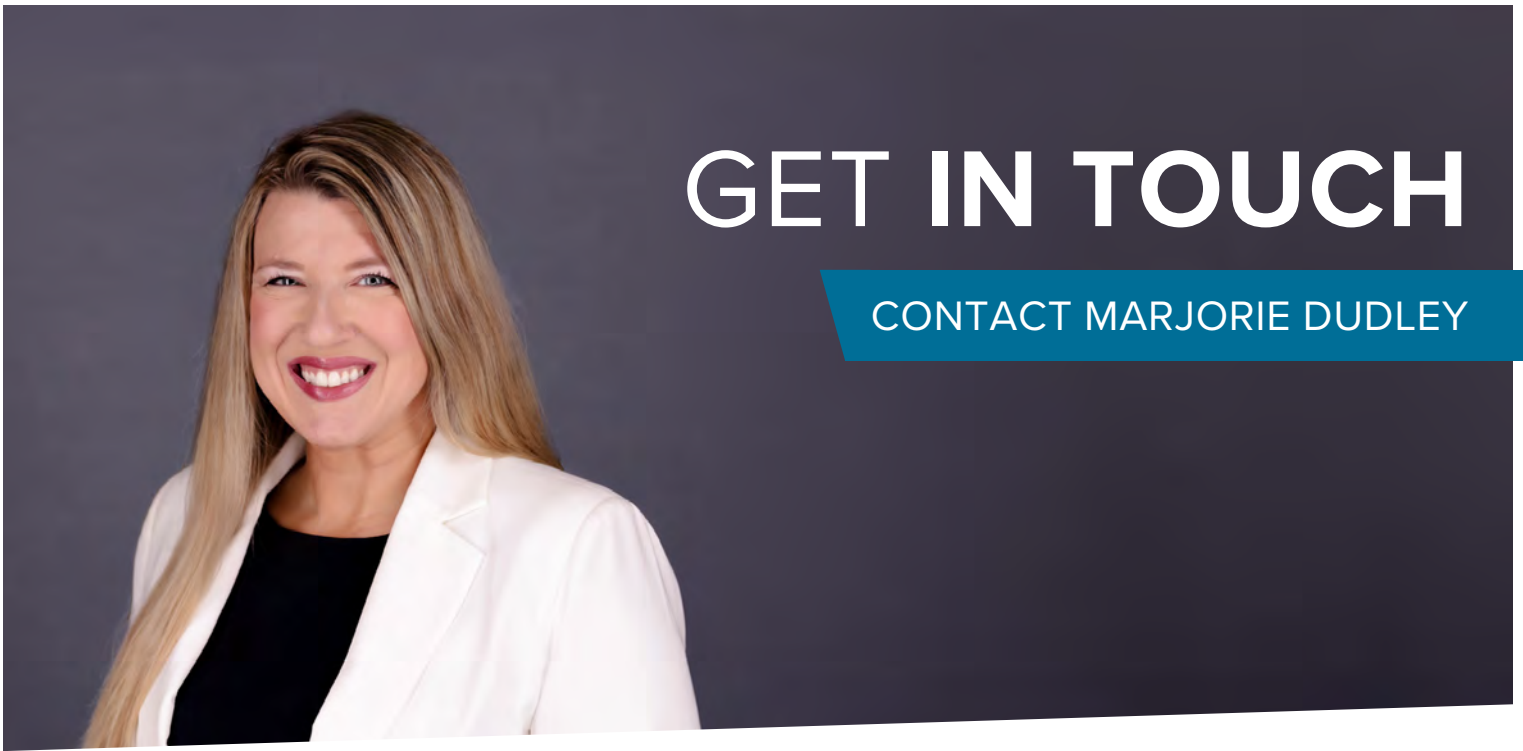
## KEYNOTE DESCRIPTION



### ABOUT TAKE YOUR BUSINESS/CAREER/COMPANY/TEAM TO NEW HEIGHTS

This part walks someone through the post-decision emotions, hazardous attitudes, and crucial habit development from the mid-cingulet cortex. Helping people realize it's normal to feel a roller-coaster of emotions but there is a process to ensure we don't stay in the "valley of despair" by adopting hazardous attitudes, but instead developing use-or-lose habits like grit and perseverance that only expand when we challenge ourselves.

Unique content: The post-decision emotional path plus the FAA hazardous attitudes and the awareness around the mid-cingulet cortex, which is responsible for habits of persistence and grit, are all combined with a "flight" theme to catch the audience's attention.



If you're interested in booking Marjorie for your upcoming event, reach out to our team of dedicated speaker agents at [info@southwesternspeakers.com](mailto:info@southwesternspeakers.com) to check her availability.

**Contact Southwestern Speakers:**  
[info@southwesternspeakers.com](mailto:info@southwesternspeakers.com)

**You can also keep up with Marjorie on the following channels:**

 **Marjorie Dudley:** @marjoriedudley

 **Marjorie Dudley:** [MarjorieDudleySWC.com](http://MarjorieDudleySWC.com)

 **Marjorie Dudley:** @mdudley

[SouthwesternSpeakers.com](http://SouthwesternSpeakers.com)