



# Lead Yourself First. Perform When It Matters Most.

Martha McSally helps leaders build clarity, trust, and resilience under pressure so they can lead others without hesitation.

Leadership Keynote Speaker | Former  
Fighter Pilot | Corporate Board Director



## Speaking *topics*

### Be Unbreakable: The Leadership Edge in Uncertain Times

Lead Yourself First with Courage. Adapt with Agility. Accelerate Growth. Leaders don't fail from lack of strategy. They struggle under pressure. Martha shows how to stay clear, decisive, and grounded when it matters most.

### Be Unbreakable: The High-Trust Team Advantage

Lead Yourself First to Build Teams That Communicate Clearly, Move Fast, and Deliver. When pressure rises, trust determines performance. Martha shows how to build teams that execute with clarity, alignment, and accountability.

### Be Unbreakable: The Courage to Rise & Get Stronger from Life's Hits

Lead Yourself First to Face Fear, Navigate Adversity, and Move Forward Stronger. Adversity is inevitable. How leaders respond is what separates those who stall from those who move forward stronger.

## Who she *serves?*

- 1. Leaders operating under pressure**  
Executives and decision-makers navigating uncertainty, high stakes, and the need to perform when it matters most.
- 2. Teams that need trust and alignment**  
Leadership teams and cross-functional groups that must communicate clearly, move fast, & execute together under pressure.
- 3. Organizations facing change or disruption**  
Companies navigating growth, transformation, or AI-driven change that require steady, grounded leadership.
- 4. Individuals ready to lead at a higher level**  
High performers and emerging leaders who want to build clarity, resilience, and the ability to lead themselves first.

## What audiences walk *away with?*

- Clearer thinking and decision-making under pressure
- Practical tools to lead through uncertainty and change
- Stronger trust and alignment across teams
- The ability to respond instead of react
- A grounded, repeatable leadership framework (WEDGE)

## Why *martha?*

- First woman in U.S. history to fly an Air Force fighter jet in combat
- First woman to command a fighter squadron in combat
- 26-year Air Force career with 325 combat hours
- Bronze Star recipient | Retired Colonel
- Former U.S. Senator
- Serves and has served as a corporate board director across companies with a combined valuation of \$4B
- Executive coach to senior leaders navigating high-stakes environments



## Trusted *by:*



"This is the talk I wish I had 30 years ago. Martha's WEDGE system distills the therapeutic process into actionable steps you can start today."

**JOHN CLARDY**  
MANAGING PARTNER AND FINANCIAL ADVISOR





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