

Martha McSally



Be Unbreakable

Lead Yourself First.
Perform When It Matters Most.

Book Martha to Speak



Leadership isn't tested

When things are easy.

It's tested when the stakes are high.

When decisions carry real consequences.

When pressure builds and there's no time to hesitate.

Martha McSally helps leaders build the clarity, discipline, and trust required to perform in those moments.



About *martha*



Short Bio

Martha McSally is a former fighter pilot, retired colonel, former U.S. Senator, corporate board director, and leadership keynote speaker who knows what it means to lead when the stakes are real.

She was the first woman in U.S. history to fly an Air Force fighter jet in combat and later became the first woman to command a fighter squadron in combat.

She went on to serve in Congress and the U.S. Senate, and today advises CEOs and leadership teams navigating complexity, growth, and uncertainty.

Martha brings a rare combination of high-stakes leadership experience and practical frameworks that help leaders perform under pressure, build trust, and lead with clarity when it matters most.



About *martha*

Long Bio

Martha McSally

Martha McSally's career has been defined by leading in environments where hesitation has consequences.

As the first woman in U.S. history to fly an Air Force fighter jet in combat and later the first to command a fighter squadron in combat, she operated in high-pressure environments where clarity, trust, and execution weren't optional—they were critical. Over a 26-year Air Force career, she logged 325 combat hours and earned the Bronze Star.

After her military service, Martha continued leading at the national level, serving in the U.S. House of Representatives and the U.S. Senate. Today, she works closely with CEOs & leadership teams navigating disruption, growth, and uncertainty, and serves and has served as a corporate board director for multi-billion-dollar companies.

Her work now focuses on helping leaders strengthen how they show up under pressure. Drawing from her experiences in combat, government, and executive advisory roles, she equips leaders with practical tools to lead themselves first, build high-trust teams, and execute with clarity in complex environments.



Credibility *snapshot*

1.

First woman in U.S. history to fly an Air Force fighter jet in combat.

2.

First woman to command a fighter squadron in combat.

3.

26-year Air Force career | 325 combat hours.

4.

Bronze Star recipient | Retired Colonel.

5.

Former U.S. Senator.

6.

Serves and has served as a corporate board director across companies with a combined valuation of \$4B.

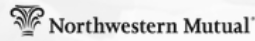
7.

Executive coach to senior leaders.

Featured *clients*



RAYMOND JAMES



PERCHERON
CAPITAL



Featured *press*

As seen in



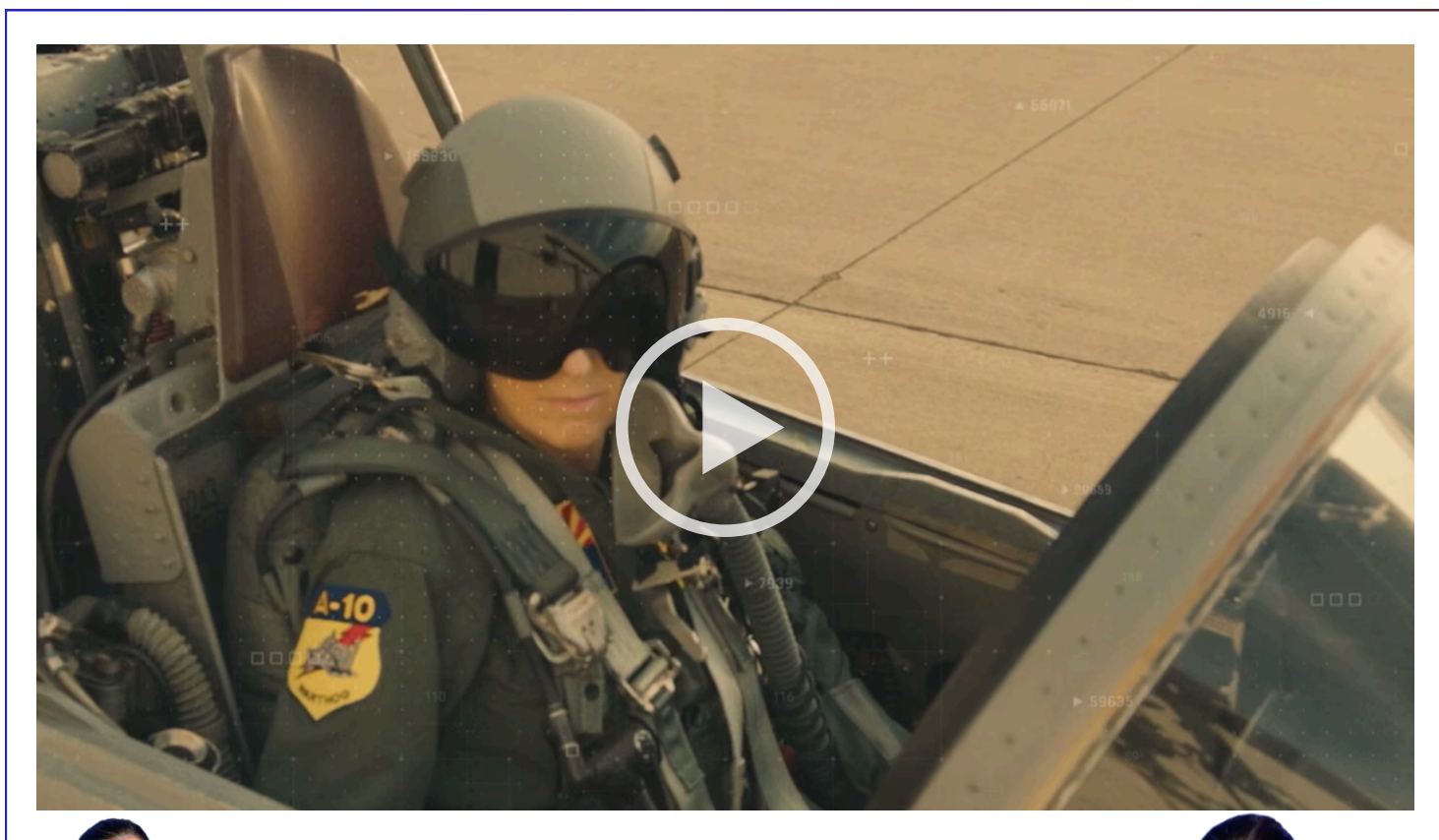
Martha's leadership perspective has been featured across national media, policy discussions, & global leadership forums.



Martha
McSally

Speaker *reel*

WATCH MARTHA IN ACTION



Martha McSally



Keynote 1.

BE UNBREAKABLE: THE LEADERSHIP EDGE IN UNCERTAIN TIMES

Lead Yourself First with Courage. Adapt with Agility. Accelerate Growth.



THE CHALLENGE

Leadership today is faster, more complex, and more uncertain than ever. Markets shift overnight. AI is reshaping industries. Teams are navigating constant pressure.

Most leaders know what they should do. The challenge is what happens under pressure.

When the stakes are high, leaders hesitate. They overanalyze. They default to safe.



THE FRAMEWORK

Martha introduces the WEDGE Framework, a practical system for leading under pressure:

- **Who Am I:** Know who you are as a leader
- **Examine:** Identify patterns under pressure
- **Drop the Drag:** Let go of what's holding you back
- **Gaze:** Get clear on where you're leading
- **Execute:** Take focused, aligned action



WHAT AUDIENCES WALK AWAY WITH

- Clearer thinking under pressure
- Stronger decision-making in high-stakes moments
- Tools to navigate uncertainty and disruption
- Greater alignment and trust across teams
- A repeatable leadership framework

Keynote 2.

BE UNBREAKABLE: THE HIGH-TRUST TEAM ADVANTAGE

Lead Yourself First to Build Teams That Communicate Clearly, Move Fast, & Deliver.



THE CHALLENGE

Teams don't break down when things are easy. They break down under pressure.

Communication slips. Trust erodes. Execution slows.



THE FRAMEWORK

Using the WEDGE Framework, Martha shows how teams build trust, alignment, and accountability:

- **Who Am I:** Understand your leadership impact
- **Examine:** Identify what strengthens or weakens trust
- **Drop the Drag:** Remove friction and hidden tension
- **Gaze:** Align on priorities and direction
- **Execute:** Move forward with clarity and accountability



WHAT AUDIENCES WALK AWAY WITH

- Tools to build trust within teams
- Clearer communication under pressure
- Strategies to break down silos
- Greater alignment and accountability
- Confidence executing together

Keynote 3.

BE UNBREAKABLE: THE COURAGE TO RISE AND GET STRONGER FROM LIFE'S HITS

Lead Yourself First to Face Fear, Navigate Adversity, and Move Forward Stronger.



THE CHALLENGE

At some point, life hits everyone.

Most people aren't prepared. They push through, distract themselves, or wait.



THE FRAMEWORK

Martha shares how to navigate adversity using the WEDGE Framework:

- **Who Am I:** Anchor in who you are
- **Examine:** Understand your patterns
- **Drop the Drag:** Let go of what holds you back
- **Gaze:** Focus forward with clarity
- **Execute:** Take action with confidence



WHAT AUDIENCES WALK AWAY WITH

- Tools to navigate adversity with clarity
- Greater confidence facing uncertainty
- A practical approach to moving forward
- Stronger self-leadership under pressure

Leadership *experiences*

Martha leads immersive leadership experiences designed to push leaders outside their normal operating environment.

These are not retreats.

They are deliberate challenges.

EXPERIENCES MAY INCLUDE:

- The Grand Canyon
- Havasupai Falls
- High-altitude treks
- The Inca Trail to Machu Picchu

Each experience integrates physical challenge, reflection, and leadership application.



Challenge-Based *Leadership*

FOR LEADERS READY TO BE CHALLENGED,
MARTHA LEADS IMMERSIVE, CHALLENGE-BASED ENVIRONMENTS FOCUSED ON:

1.

Building trust under
pressure.

2.

Making decisions when
the stakes are high.

3.

Strengthening clarity
and alignment.

4.

Resetting how you
lead and respond.

Intentionally designed for small groups ready to be
challenged.

Daily *Discipline*

FOR LEADERS WHO WANT TO KEEP THE WORK GOING, MARTHA OFFERS STRUCTURED CHALLENGES FOCUSED ON:



1. Nutrition and performance challenges
2. Strength and conditioning accountability
3. Daily discipline and habit building
4. Personal leadership resets

These challenges are designed to help leaders build consistency, resilience, and stronger daily habits.

Testimonials

"The room was mesmerized.

She touched so many people deep in their souls."

Renee Pastor

Founder and Wealth Manager, The Pastor Group



"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



"Like the A-10 Aircraft she flew in combat, retired colonel and fighter pilot Martha McSally is a gritty individual

who loves our Air Force and personified its core values of excellence, integrity, and service before self, while stading up to make it a better institution for everyone who serve. How to be resolute, do the right thing, perservere, find gratitude, and learn compassion are just some of the lessons in her inspirational life story."

Ron Fogleman

General (ret.), U.S. Air Force
Former Air Force Chief of Staff



AV Requirements



Microphone

- Countryman mic required for flexibility with flight suit.
 - Hooked into house sound system or amp and speakers.
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Computer/ Slides

- Slides will be provided via Google Drive (due to large file sizes with images)
 - Embedded videos in slides must have audio capabilities
 - Willing to provide videos separately if requested for ease of use
 - Computer connection to projector (if applicable)
 - Clicker for ease of slide control
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Stage Setup

- Open platform (NO podium)
 - Front stairs for audience access (if feasible with initial room setup)
 - Tall, small table on the side for water & Martha's A10 model (if she brings it)
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Visual Support

- Confidence monitor in front of the stage (ideal but not mandatory)
 - Visible digital countdown clock for timing management
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A/V Technician Requirements

- Available prior to the event for a standard A/V check
- Present 10 minutes prior to presentation start
- On-site during the presentation for audiences of 150+

Martha McSally



Book Martha McSally

Bring Martha McSally to your next event and give your audience more than inspiration.

Give them a framework they can actually use from someone who has led when the stakes were real.

CONTACT



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