



Connection-Driven Leadership
KEYNOTE SPEAKER

KIRRYN ZERNA

**In a world of infinite capability...
Connection becomes the advantage.**

CSP | LinkedIn Top Voice | Trusted by global brands

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“Impactful, practical, and tailored —
with insights our customers use right away.”

APAC MARKETING DIRECTOR, WELLA COMPANY



When you book Kirryn, connection becomes the unlock – where people come alive and performance follows.

MORE THAN A KEYNOTE - A SHIFT IN HOW PEOPLE CONNECT, LEAD AND PERFORM

Kirryn Zerna delivers high-energy keynote experiences that help leaders and teams build trust, strengthen connection, and create real momentum.

Not just inspiration – behaviour change.

Not just ideas – action.

Not just energy – momentum that lasts.

Whether you're planning a leadership conference, sales kickoff, or team event, Kirryn partners with you to deliver a keynote that's relevant, engaging, and aligned to your goals.

From briefing through to delivery, she partners with you to create an experience your audience will remember – and act on.

Delivered across key business priorities:

- Connection-Driven Leadership
- Connection-Driven Sales
- Connection-Driven Teams
- Connection-Driven Influence



Trusted by global organisations to deliver high-impact keynotes across leadership, sales, and culture.

CERTIFIED SPEAKING PROFESSIONAL (CSP) | LINKEDIN TOP VOICE

Kirryn Zerna is a Connection-Driven Leadership keynote speaker with more than 20 years of experience across corporate communications, leadership, and the keynote stage — combining commercial depth with human insight.

She has advised CEOs, led large-scale engagement initiatives impacting more than 40,000 employees, and delivered high-energy keynote experiences globally for leadership, sales, and customer-focused events.

What sets her apart isn't just energy in the room — it's perspective.

Credentials:

- Certified Speaking Professional (CSP)
- LinkedIn Top Voice
- Non-Executive Director
- 20+ years experience

Trusted by global organisations including Westpac, Carsales, Thermomix, Wella, REIWA, Woolworths, John Holland & more.

Keynote Topics

Each keynote is tailored to your audience, industry, and event objectives.

Connection-Driven Leadership

It's not power over people — but power through them. Connection becomes the unlock — where people come alive and performance follows.

Connection-Driven Sales

Turn connection into a commercial advantage — building trust, loyalty, and customer relationships that drive growth.

Connection-Driven Teams

Not just what teams deliver — but how they work together. Connection becomes the unlock, helping teams move as one.

Connection-Driven Influence

Shape how people experience you — building trust, distinctiveness, and influence that moves decisions and drives action.



Delivery Options:

- Keynote (45-60 mins)- high-energy plenary
- Extended session (90 min) – keynote + facilitated application
- Half or full-day workshop – hands-on skill-building and action mapping

Ideal For:

- Leadership conferences
- Sales kickoffs
- Team and culture events
- Customer experience events
- Industry conferences and corporate events

The Connect

EFFECT

The Connect Effect Trust → Tribe → Thrive

Built into every keynote, The Connect Effect is a powerful, research-backed and workplace-tested framework built around three key focus areas:

Trust

In a world where anything can be generated, trust is what's real: It's what earns attention, builds credibility, and creates the confidence people act on.

Tribe

In a world that's more connected than ever, belonging is what makes people move together: It's what creates alignment, loyalty, and the sense of "we" that drives momentum.

Thrive

In a world of infinite capability, connection is what turns potential into momentum: It's what allows teams to adapt, stay agile, and perform in a way that actually lasts.



The Connect Effect unlocks the spark of connection — shaping how teams work together and how people experience your organisation.

For organisations looking to go further, Kirryn also delivers:

- workshops
- ongoing programs

that embed The Connect Effect into leadership, teams, and customer experience — turning insight into sustained momentum.

Proven results for leaders, teams & sales professionals

REAL ESTATE – REIWA CONNECT CONFERENCE

The Challenge: 650 sales agents and property managers needed energising & new strategies for engaging stakeholders in a tech driven world.

The Shift: Kirryn's Connect Effect keynote opened the annual REIWA Conference with live interaction and industry-specific stories.

The result: The National Event managers said "What an unforgettable day at CONNECT 2025! Thank you for sharing your incredible insights. The passion you brought made the event truly memorable!"

FINANCIAL SERVICES – AUSSIE HOME LOANS BROKER SUMMIT

The Challenge: 600 mortgage brokers are famously hard to engage at PD days.

The Shift: Kirryn delivered a TED-style keynote on Connection-Driven Influence with sector-specific examples, audience polling and practical takeaways.

The Result: The Head of Learning reported that the session "generated a lot of conversation with brokers looking to do things differently and with our head-office team on how we can support them."

DIRECT SELLING – THERMOMIX LEADERSHIP CONFERENCE

The Challenge: APAC sales leaders needed fresh connection tools to maintain post-pandemic momentum.

The Shift: Kirryn delivered a 90-minute keynote on the rhythms & rituals of powerful team engagement.

The Result: Feedback from the Director of Sales & Engagement was that it was "Insightful, engaging and delivered the outcomes we were hoping for... a delight to work with in all aspects."



Your next **HOST / MC**

Kirryn Zerna hosts events that feel seamless, connected, and purposeful — from the first moment to the final close.

More than keeping things on time, she helps shape the experience — bringing energy, clarity, and connection so every element of your event lands as intended.

What this looks like in practice:

- Working closely with you to understand your vision, audience, and outcomes — and shaping the flow of the event to support it
- Creating a clear narrative arc across the day — from opening to close — so the event feels cohesive, not fragmented
- Reading the room and adjusting in real time — keeping energy high, conversations flowing, and audiences engaged

The result is an event that feels connected, considered, and easy — where people stay engaged, messages land, and the experience carries beyond the room

“Thank you so much for an amazing event. The way you pulled everyone together as one was fantastic. Facilitated in an amazing style”

Executive General Manager & Managing Director
Rail & Transport John Holland



Testimonials

“Set the tone. Energised the room. United our team.”

– Senior B2B SaaS Marketing Leader, Crayon SoftwareOne

“More than a keynote – genuine connection that lasted beyond the room.”

– Director, Calvary Healthcare

“Brought the spark – energy, clarity, and a message that truly landed.”

– Events Manager, REIWA

“Insightful, engaging, and delivered exactly what we needed.”

– Director Sales & Engagement, Thermomix

“Interactive, informative, and energising.”

– National Events Manager, HIA

“Generated real conversation and new ways of thinking.”

– Head of Learning, Aussie Home Loans

“Pulled everyone together as one.”

– John Holland

“Insightful and a pleasure to work with.”

– Carsales



Ready to **create**

**an event that
people remember
— and act on?**



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