

SPEAKER KIT 2026-27

KIRRYN ZERNA CSP

The strongest brands are

EXPERIENCED THROUGH PEOPLE

International keynote speaker on leadership, trust
and customer experience

Creator of The Connect Effect • Trust → Tribe → Thrive

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WHY KIRRYN

Commercial experience. Boardroom perspective. Stagecraft.

Kirryn Zerna CSP is a Sydney-based international keynote speaker on leadership, trust and customer experience, and the creator of The Connect Effect.

Her work draws on more than 20 years across banking, corporate communications, brand and transformation. She has advised CEOs and led engagement for more than 40,000 employees.

Warm, funny and commercially direct, Kirryn creates an experience people take with them.

- **Certified Speaking Professional (CSP)**
- **Non-Executive Director on two boards**
- **Chair of a People & Culture Committee**
- **Graduate, Australian Institute of Company Directors**

THE EXPERIENCE

What happens in the room

01 The latest thinking

Current research on AI, trust and how work is changing, translated into what it means for the people in your room and your clients and customers.

02 A room that takes part

Interactive moments get people talking, laughing and recognising themselves, so the ideas travel beyond the session.

03 Stories from their world

Examples shaped around your industry, so people can see their own teams, clients and customers in the story.

04 Something to take home

Shared language for the rest of the event, plus One Human Move each person commits to before they leave.



“A standout speaker. Engaging, thought-provoking and resonating strongly with attendees.”

RSM AUSTRALIA

THE SIGNATURE METHODOLOGY

The Connect Effect

TRUST → TRIBE → THRIVE

The invisible human dynamics behind better business in the age of AI

TRUST

Make confidence visible

Discover what sits beneath the behaviour, and where Mask On or Mask Off can unlock a more honest conversation.

TRIBE

Help people move together

Build the identity, rhythms and rituals that turn a group of capable people into a team people recognise and trust.

THRIVE

Notice, repair, keep moving

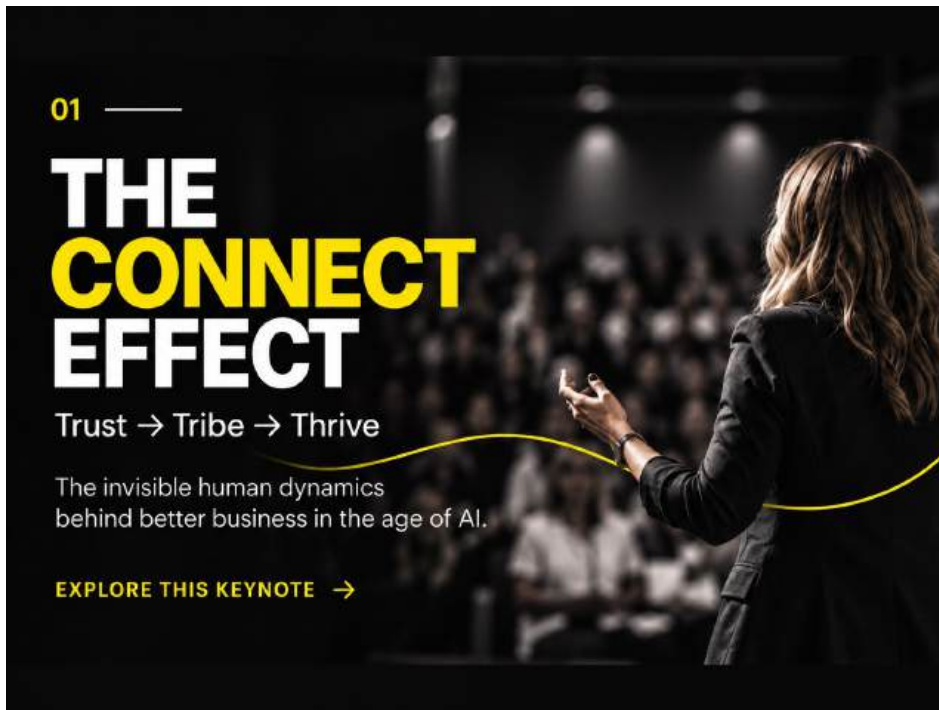
Use RADAR to spot friction early and REPAIR the relationships, expectations or moments beginning to erode.

ONE HUMAN MOVE

One useful action each person takes back into their team, client relationship or organisation.

CHOOSE THE RIGHT KEYNOTE

One framework. Four ways in.



Best for major plenaries, AI and technology events, and organisations exploring the human future of business.

Leadership · culture · employee and customer trust



Best for leadership summits, executive offsites, women in leadership events and manager conferences.

Leadership effectiveness · engagement · team performance

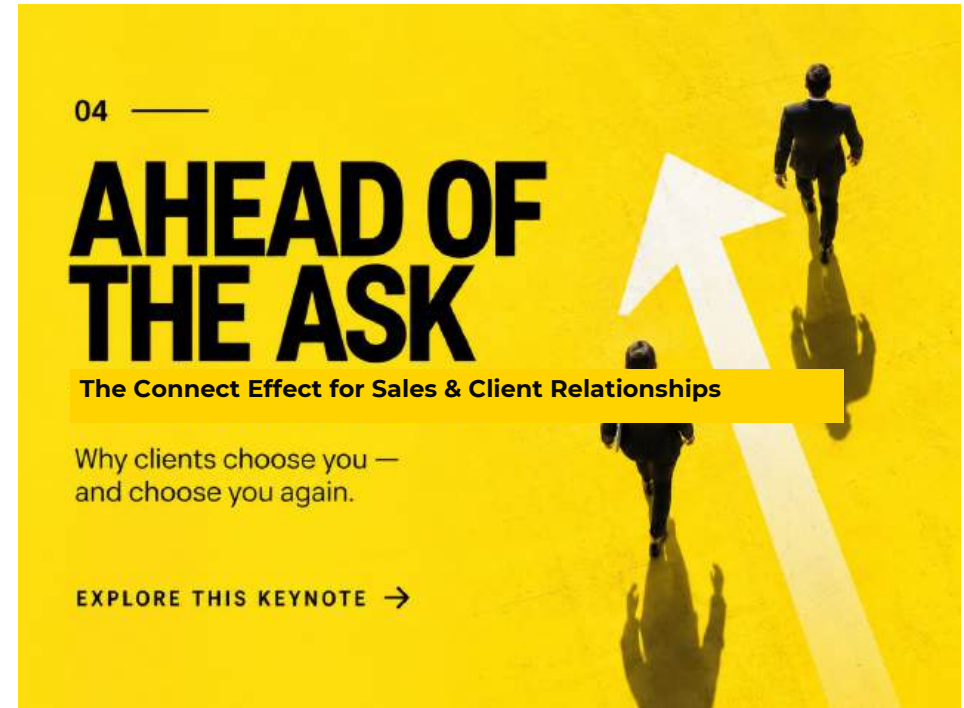
CHOOSE THE RIGHT KEYNOTE

Inside culture. Outside customer.



Best for customer experience conferences, service teams, member organisations and franchise networks.

Loyalty · retention · referral · consistent experience



Best for sales kick-offs, national roadshows, partner conferences and client-facing teams.

Win rates · repeat business · referral · client trust

TRUSTED BY ORGANISATIONS THAT REBOOK

One national forum. Six more cities.

After Wella's RED Forum, Kirryn was invited back for a six-city national roadshow. She visited salons before the events, then built their language and real customer moments into the keynote.

"Impactful, practical and tailored. You were a joy to work with and a trusted speaker for our event."

APAC MARKETING DIRECTOR • WELLA COMPANY

4.5 / 5

across 400+ attendees

KAPITOL CONSTRUCTION

WE ARE ONE

alignment through a merger

SOFTWAREONE

PERTH + MELBOURNE

National Business Advisory
Conferences

RSM AUSTRALIA

KIRRYN ZERNA CSP



PLANNING YOUR EVENT

Who's in the room, and what needs to shift?

Every keynote begins with your audience, your objectives and the world they are walking into. Workshops and MC/Interview Panels available on request.

60-90 MIN KEYNOTE

HALF OR FULL-DAY WORKSHOP

IN PERSON OR VIRTUAL

SYDNEY • NATIONAL • INTERNATIONAL

Briefing and tailoring · Technical run-through · Event promotion support where required

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THE CONNECT EFFECT