



# JENNI FIELD

Speaker. Author.  
Credibility & Communication Expert.

KEYNOTE OVERVIEW





Inspiring leaders to  
improve their communication  
and credibility





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# ABOUT JENNI FIELD

Jenni is a **renowned communication expert** and author and is recognised as one of the **leading voices** in the communication and leadership space.

Author of Nobody Believes You, Become a Leader People will Follow and Influential Internal Communication, Streamline your communication to drive efficiency and engagement, **two best-selling titles around the world.**

Jenni specialises in helping organisations be less chaotic by helping them **improve their communication practices and leadership credibility.**

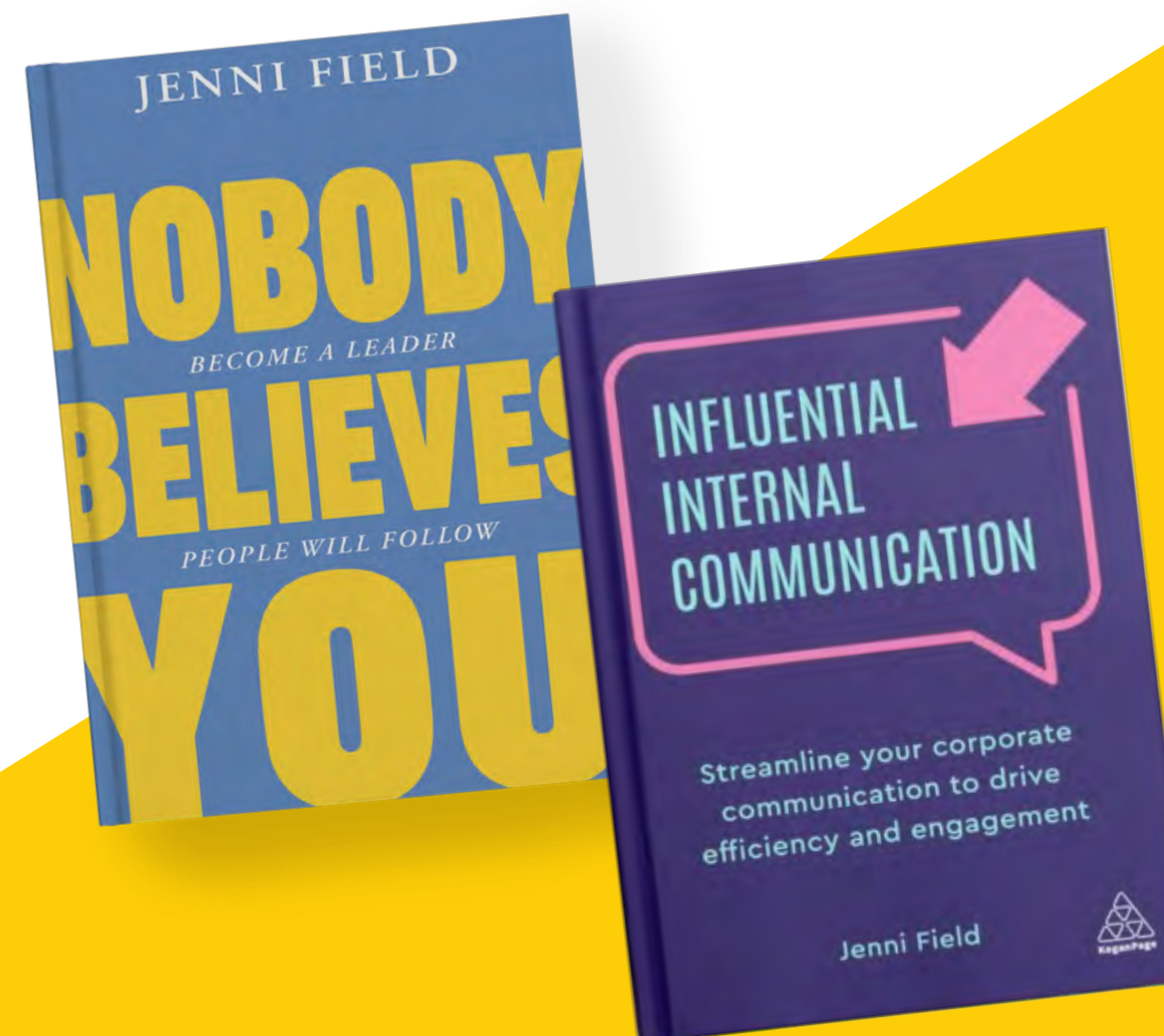
With over 20 years' experience Jenni has **worked across diverse industries** helping shape communications functions to enable growth and organisational success. With experience in the pharmaceutical, defence, advertising, hospitality and public sectors, her knowledge of organisations, leadership and communication **transforms teams and organisations.**

Jenni's methodology helps teams **understand, diagnose and fix the root cause of chaos** in organisations. Her ability to cut through the challenges and address the difficult conversation that will unlock success have seen her work with global FTSE100 brands.

Jenni is known for her **engaging, humorous and inspiring presentation style** leaving audiences ready to act and improve their day-to-day work.

An advocate for professional development and continued growth Jenni has carried out research into some of the biggest challenges organisations face when it comes to communication. Her own development is continuous, and she is **an accredited facilitator, a certified company director and a chartered PR practitioner.**

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# KEYNOTE TALK ONE

## The Credibility Conundrum





# KEYNOTE ONE: THE CREDIBILITY CONUNDRUM

The Credibility Conundrum outlines why authenticity is the wrong focus for leaders. To be believed and followed you need to be credible.

In this speech the 8 practices of credibility are revealed, exploring what skills and strategies sit behind them and what happens when a practice is missing from a leader's behaviour and communication.

Through storytelling and practical tips, the audience will be left inspired and with the knowledge to know what to do to be a leader in the workplace today.

## Key Takeaways

- Find out the impact when trust and integrity are missing and what you need to do to build them
- Understand the difference between being liked and likeable and how leaders need to get comfortable with accountability
- Learn the truth about what empathy and vulnerability are to be able to demonstrate them with those you lead.
- Take the Credibility Gap Assessment to know which one to start work on as soon as the session is finished.



**Believe in Yourself  
so Others Believe in You**





# **KEYNOTE TWO: BELIEVE IN YOURSELF SO OTHERS BELIEVE IN YOU**

Combining specialisms with Confidence Coach Advita Patel this speech is lively, engaging and inspiring.

Bringing together confidence and credibility for all individuals helps them explore more about themselves to influence or lead others.

Using a core story tailored to your audience, the talk explores what we really need to look at in ourselves to have the courage and confidence to be believed by those around us.

## **Key Takeaways**

- Explore the seven traits that you need to combine to be confident and credible
- Learn the difference between self-esteem and confidence to know which are needs development
- Understand the importance of energy and integrity to be confident in the spaces that count
- Tips and advice to build both confidence and credibility at work and at home



**Become an Impactful Communicator**





# KEYNOTE THREE: BECOME AN IMPACTFUL COMMUNICATOR

There are six principles people need to know to be an impactful communicator, and it will transform relationships at work.

This keynote talk is tailored to your event to bring in different elements of communication that you might need. It could include the science behind why human beings don't like change, how to get to the root cause of chaos inside organisations or how to influence others.

In every talk, the six principles are covered providing practical examples for everyone to apply to their work.

## Key Takeaways

- Understand who to focus on when you're communicating
- How to communicate in a hybrid or remote working environment
- Explore why communication is often the root cause of organisational chaos and how getting it right can improve productivity and efficiency
- Tips and advice to change how you communicate to improve relationships at work to drive engagement.



# Hosting your event

Whether you're hosting an awards ceremony, an industry event or an internal conference, Jenni can host and MC to ensure things run smoothly and the audience are engaged throughout.

Jenni has hosted and run internal events for over 100 people, is the regular host for the Inspiring Workplaces Awards in London with over 400 attendees and has been a co-host at industry events over the years.

Comfortable with autocue if needed, she will bring humour, energy and pace to the event.

As one client said:

*"Thank you. That was our best night in 9 years and in large part down to you. Truly amazing."*





# DETAILS FOR YOUR EVENT

Use the following guidelines and resources to help plan and run your event.

## Approved biography

Jenni Field is a global expert in **leadership credibility and internal communication**. She helps organisations and teams communicate clearly, lead credibly, and build cultures that thrive.

She's the founder of **Redefining Communications**, co-founder of **The Belief Builders**, author of **Influential Internal Communication** and **Nobody Believes You**, and host of the podcasts **Redefining Comms with Jenni Field** and weekly podcast **Frequency**.

An international speaker, consultant and coach, Jenni helps leaders and organisations go from chaos to calm by fixing the things that stop people communicating and leading effectively.

You can find her on LinkedIn and Instagram, and explore her work, writing, and podcasts at [redefiningcomms.com](https://redefiningcomms.com), [thebeliefbuilders.com](https://thebeliefbuilders.com) and [thejennifield.com](https://thejennifield.com).

## Making the event easy for you

Jenni will always arrive early to meet with the AV team and ensure everything is set up for you and for her. She will speak with attendees and stay at the event as long as possible. The aim is always to be the easiest speaker you'll work with for your event.



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# DETAILS FOR YOUR EVENT

Use the following guidelines and resources to help plan and run your event.

## **Keynote and AV requirements**

Computer, projector and screen: Jenni can run the presentation directly from her laptop or provide slides in advance for the show. Jenni can also present without slides depending on the event format.

## **Microphone and audio**

A high-quality wireless microphone is required to allow Jenni to move freely across the stage and engage with the audience.

## **Stage setup**

There is no need for a lectern as Jenni likes to move on stage. If one is needed for the broader event, it should be placed towards the back/side of the stage.

## **Comfort/confidence monitor and countdown clock**

While Jenni appreciates the availability of a monitor and a countdown clock, neither are mandatory.

## **Internet access**

Internet access is not required for the presentation.

## **Sound and presentation check**

Jenni is flexible and can work around the event schedule for a presentation and sound check. They are not mandatory as we appreciate sometimes it isn't possible.

## **Introduction**

Before the presentation, Jenni will meet with the host to discuss introductions and the flow between sessions during the event.



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# **THANK YOU**

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jenni@redefiningcomms.com

+44 7800 632439

thejennifield.com

