



SASHA SIMMONS, THE WITAVATOR™

"Where Humor Heals and Truth Transforms"

Transform Your Organization with the Speaker Who Delivers ROI & Real Transformation

The transformation YOUR ORGANIZATION NEEDS



BOTTOM LINE IMPACT:

Your people don't just need motivation—they need transformation that creates lasting organizational change.

Sasha delivers both emotional connection AND practical tools that produce measurable results. Teams see measurable increases in employee engagement scores within 90 days.

meet SASHA SIMMONS, THE WITAVATOR™



At 11, Sasha was vibrant and unafraid to use her voice. Then a pastor told her she was "too loud" and "should have been born a boy." That moment created a semi-hermit who learned to shrink herself to fit other people's boxes.

But boxes were never meant to contain her.

Today, Sasha is The Witavator™—the transformational speaker who combines deep wisdom with disarming humor to help professionals break free from limiting patterns and achieve extraordinary results.

THE WITAVATION™ METHODOLOGY

Traditional speakers make you choose: Funny OR transformational. Relatable OR professional. Inspiring OR practical.

Sasha refuses that false choice.

Witavation™ is a motivational speaking framework that Sasha created, that fuses sharp wit, raw authenticity, and lived experience to create lasting transformation. She brings fresh energy to traditional motivation so that people don't just leave feeling good—they leave with practical tools and a clear action plan.

WHY TOP ORGANIZATIONS CHOOSE SASHA:

- ✓ **13+ years** transforming Fortune 500 teams into high-performing powerhouses
- ✓ **300+ podcast** episodes reaching 150,000+ listeners in 25 countries
- ✓ **Phoenix 40 Under 40 Leader** and UNF Alumni Achievement Award recipient
- ✓ **\$1M+ in scholarships earned**—proof that vision becomes reality

Trusted By: Silicon Valley Bank | USDA | Nationwide Insurance | University of North Florida | Arizona State University | Generation W | Boys & Girls Clubs of America

Featured In: Chase Bank for Business | Blavity | iHeart Radio



YOUR ORGANIZATION'S TRANSFORMATION STARTS HERE



The Problem You're Facing:

Your talented teams are stuck in reactive patterns. They're brilliant but exhausted. They play it safe when you need innovation. They avoid difficult conversations that could unlock breakthrough performance.

The Witavation™ Solution:

In 90 days, watch your teams transform from "disorganized and reactive" to "empowered and proactive." This isn't motivation, it's transformation with measurable ROI.

What Makes Sasha Different:

- 01 Humor that heals:** Hard truths become digestible. Resistance becomes readiness.
- 02 Frameworks that stick:** Teams quote her strategies months later
- 03 Cultural fluency:** Connects with diverse workforces where others miss the mark
- 04 Real transformation:** Not just feel-good moments, but lasting behavior change

"Sasha is the kind of motivational speaker who brings down the house. She has you crying one minute, laughing the next—and walking away with tools you'll actually use."



— Sharon A., VP Public Relations, University of North Florida

CHOOSE YOUR KEYNOTE

"HOLY WIT: This is Uncomfortable (Power of Becoming Uncomfortable)"

SIGNATURE KEYNOTE

Sales kickoffs, change management, leadership summits

The Breakthrough: Discomfort isn't your enemy, it's your competitive advantage. Learn why the most successful leaders strategically chase beneficial discomfort.

Your Takeaways:

- The Discomfort Design Framework™
- Strategic challenge selection methodology
- Tools that turn resistance into results

"F*ck Yo' Box: Building Your Own Lane"

Innovation conferences, women's leadership, strategic planning

The Revolution: Stop forcing brilliance into broken systems. Build what doesn't exist.

Your Takeaways:

- Innovation without permission framework
- Creating opportunity from obstacles
- Building when blueprints don't exist

"From Brilliant-But-Stuck to Limitless Leader"

Leadership development, team productivity, transformation initiatives

The Shift: Transform talented teams from responding to others' agendas to creating their own.

Your Takeaways:

- The Mirror Trigger Method™
- 90-day transformation roadmap
- Reactive-to-proactive toolkit

BEYOND THE KEYNOTE: PROGRAMS AND EXECUTIVE COACHING



Speak Like a Boss™

Executive Presence Intensive

Professional speaking intensive for leaders who need to command stages, boardrooms, and high-stakes audiences

Transform your leaders into magnetic communicators who command every room. Includes the Super Speaker Formula, voice mastery techniques, and real-time coaching that creates executives who close deals and inspire teams.

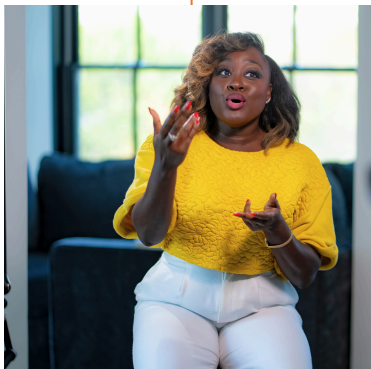


The Dynamic Leader™

Team Transformation Program

Comprehensive leadership program designed to promote teamwork and empower individual contributors and organizational leaders

Build leaders who create other leaders. Master assertive communication, motivation psychology, and team dynamics that produce measurable performance improvements.



Enterprise Executive Coaching

C-Suite & Senior Leadership Development

Transform your senior leaders into visionary executives who drive culture, inspire teams, and deliver unprecedented results. Our enterprise-level coaching addresses the complexities only C-suite leaders face.

Strategic Focus Areas:

- Executive presence & stakeholder communication mastery
- Board presentation excellence & investor relations
- Crisis leadership & high-stakes decision navigation
- Cultural transformation & change leadership
- Succession planning & leadership pipeline development

what
LEADERS WHO'VE EXPERIENCED
SASHA SIMMONS, THE WITAVATOR™
say

“She left our audience crying for more, really excited about the opportunities ahead.”

”

— Sher El McCoy, Silicon Valley Bank

"Her ability to balance humor with hard business truths is what moves people to implement real change."

— Phillip Jacquesz, Corporate Leader

“Sasha's coaching gave our team the structure and clarity we were craving. Within 90 days, we went from disorganized and reactive to empowered and proactive — hitting certification milestones ahead of schedule and rebuilding trust with our customers.”

— Leann Schmidt, USDA



Trusted By:



your investment IN TRANSFORMATION

SPEAKING ENGAGEMENTS - US, CANADA & MEXICO:

Keynote (45-60 min)
Half-Day Workshop
Full-Day Intensive
Virtual Delivery
Book a Discovery Call for Investment

LEADERSHIP PROGRAMS:

The Dynamic Leader™
Speak Like a Boss™
Executive Coaching
Book a Discovery Call for Investment

✓ Travel included (Continental US) | ✓ Non-profit discounts | ✓ Payment plans available

EVERY ENGAGEMENT INCLUDES:

- ✓ Pre-event strategy consultation
- ✓ Professional presentation materials
- ✓ Post-event progress tracking
- ✓ Customized content for your challenges
- ✓ 30-day implementation toolkit

book Sasha

SECURE YOUR TRANSFORMATION

THREE SIMPLE STEPS:

- 01** DISCOVER → 30-minute call to discuss your vision
- 02** DESIGN → Custom proposal within 48 hours
- 03** DELIVER → Transformation that exceeds expectations

LIMITED AVAILABILITY ALERT:

Only 3 dates remaining for Q1 2026
15-20 keynotes accepted annually
Premium dates book 12+ months ahead
First-time clients receive complimentary strategy session

The strategic **CHOICE**



Traditional motivational speakers provide temporary energy.
Sasha provides sustainable transformation systems.

Traditional speakers inspire teams for a day.
Sasha gives teams frameworks they'll implement for years.

The strategic question isn't whether you can afford to bring Sasha to your organization.
The strategic question is: Can your organization afford to maintain the status quo?



SECURE YOUR TRANSFORMATION DATE

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SASHA SIMMONS, THE WITAVATOR™
Founder of Witavation™ | "Where Humor Heals and Truth Transforms"

Your organization doesn't need another motivational speaker. Your organization needs Witavation™.