



WHY DEDE

Today engagement is the key to passion, creativity, innovation, learning and productivity. DeDe engages audiences through every entertainment medium. Storytelling, acting, singing and dancing. It's an experience the audience won't soon forget.

Her message, successful people (and the mentors who cultivate them) have one thing in common: they step up to the plate. Are they blind to self-doubt or devoid of past mistakes? Of course not. Hurdles like these confront us all in work and in life. But some people SNAP out of it—they See New Achievable Possibilities—and they use that vision to feed their confidence, fuel their actions and achieve their goals.

Book DeDe to Speak

DeDe Murcer Moffett draws on personal experience to show you how to jumpstart success by committing to goals, putting wrong turns in perspective, and—most importantly—learning to See New Achievable Possibilities wherever you go.

SNAP FOR BUSINESSES:

- **SNAP YES**—DeDe's Signature Keynote, teaches attendees to face fears, exhibit grit, and empower follow-through by activating the heart, and mind. Great for launching your engagement, accountability and innovation initiatives. Easily tailors to specific industries or groups.
- **SNAP Leaders**—Learn to unlock your team's talents by getting them to activate their SNAP potential. Great for corporate or association leaders and individuals tasked with moving a team forward, large or small.
- **SNAP Influencers**—Learn to build a can-do culture by exemplifying SNAP potential. Great for team leaders, emerging leaders and customer facing employees.
- **SNAP Productivity**—Rethink failure, procrastination, and productivity. Great for direct sales industries, call center employees, mid-level sales managers and sales organizations.

- **SNAP Health**—Customized for nurses, doctors, case workers, mental and long term healthcare providers as well as any group working in the fast paced health care or medical industry.

SNAP FOR LIFE:

- **SNAP Stress**—For meeting planners, human resource managers, accounting teams, and administrative assistant professionals. This keynote is for any industry experiencing change and challenges due to cutbacks, re-organizations or technological advances.
- **SNAP Spotlight**—Deliver a transformational and impactful message that will be remembered long after you are gone. Recommended for business speakers, public speakers, performers, singers, or groups who want to up their presentation skills in a SNAP!
- **SNAP Sports**—In this athlete-focused keynote, DeDe draws on the legacy of her uncle, Yankee great Bobby Murcer, to help athletes break through mental traps and achieve peak performance. Great for coaches, players and even parents.

DEDE VOTED

"MEETING PLANNERS FAVORITE SPEAKER"

IN PRAISE OF DEDE MURCER MOFFETT

"DeDe got 5 out of 5 for her presentation, our highest ranked speaker of the conference and one of our highest in the past couple of years." – Ashley Thomas, Bankers 2 Leaders Coordinator, Alabama Bankers Association

"DeDe is hands-down one of the most compelling keynote speakers I've seen in over 20 years of working in sales and marketing." – Mark D. Thompson, VP, Tourism Dallas Conventions & Visitors Bureau

"Fabulous job! They want DeDe to come back and do more!" – McKesson Pharmaceutical

"Her 'Snap Out Of It' strategy is a great tool that helped me move forward not only in my business, but also in my personal life" – Lydia Randazzo, Manager of Global Accounts, HelmsBriscoe

"DeDe was hands down one of the best speakers I've heard." – Mel Coleman, President, National Rural Electric Coperative Association (NRECA)

"I have listened to quite a number of speakers in my time, but I have never experienced anything like DeDe. To say she is electric is like comparing a 9-volt battery to a lightening strike. This woman absolutely brings a presence to her message that simply grows goose bumps all over your body" – Eldon Taylor, NY Times Best Selling Author

"DeDe Your opening keynote went beyond my wildest expectations! You inspired, educated and entertained the audience with such skill, professionalism and absolute delight! I have NO IDEA how I will ever top that opening keynote, DeDe."

– Jean Barber, Senior Program Planning Advisor, NRECA Education & Training

"I had a most LEGIT experience hearing DeDe command an audience recently. Her ability to engage others from a tool belt of talent, tales, and experiences makes you want to hear more every time." – Scott Rose, CEO Kelly Community Federal Credit Union

"It's a healing experience. DeDe is a must for your event. She delivered beyond any expectation we had!" – Dr. Fab Mancini, TV personality and best-selling author, President Parker University

"If we could bottle and distribute DeDe's motivational essence, we'd become a much more productive America!" – Jo Schmitz Senior Fellow, Mossavar Rahmani Center for Business and Government, Harvard University

"DeDe was a hit at our leadership conference. Not only was she energetic and engaging, she delivers the message of change in such a real and relatable way that you cannot help but feel inspired. DeDe is a truly amazing person." – Angela Long, Administrative Manager, Allstate Insurance CO.

ABOUT DEDE

After building a 25-year career in corporate sales, facing a 24-year battle with alcohol addiction, braving the road to recovery, leaping heart first into a second career, climbing 14,000 foot mountains, jumping out of planes, and singing in front of 48,000 attendees and 10 million TV viewers at Yankee Stadium (an honor given to the likes of Billy Joel, Kristin Chenoweth, and Mary J. Blige), DeDe Murcer Moffett truly speaks from experience when she proclaims that success comes from stepping outside your box, developing a winning mindset, and snapping into action.

CONTACT

For booking information contact Rick Moffett at 312.493.5828 or check DeDe's speaking availability online by completing the online form at <http://www.dedemurcermoffett.com/contacts>

