

SPEAKER KIT

Kristin
SMEDLEY



Kristin Smedley

SPEAKER, AUTHOR,
ENTREPRENEUR



Meet Kristin

TEDx Speaker, Best Selling Author,
Creator of Thriving Blind Academy
Co-Founder of Brilliantly Resilient

Kristin Smedley is the Best Selling author of *Thriving Blind: Stories of Real People Succeeding Without Sight* and *Brilliantly Resilient: Reset, Rise and Reveal Your Brilliance*. A recognized expert in the blindness and rare disease communities, Kristin won the highly regarded Champion of Hope Award and was named an Ambassador for the National Organization of Rare Disorders. Kristin is a popular, in demand speaker who has been invited to share her message internationally.

As CEO of a global patient organization, she coordinated legislation (H.R. #625) that became the first in US history to be submitted in Braille. Kristin spoke at the FDA to help achieve the first ever FDA approved gene therapy to treat an inherited retinal disease in the United States. Her TEDx Talk, book and international summit change perceptions of blindness, and sparked a global movement, Thriving Blind Academy, that is solving the unemployment, literacy, and financial crisis in the blind the community.

During the COVID-19 pandemic, Kristin co-founded Brilliantly Resilient to help people come through life's challenges and setbacks brilliant, not broken.



KRISTIN HAS BEEN FEATURED ON:



Entrepreneur

THRIVE  GLOBAL



AUTHORITY MAGAZINE



TEDx



Watch Kristin's Speaker Reel



HIGHLIGHTS OF ORGANIZATIONS WHERE KRISTIN HAS SHARED HER MESSAGE:



National Institutes
of Health



TEDx



Alliance for
Regenerative
Medicine

WORLD



OrphanDrug

Congress USA 2019



NORD

National Organization for Rare Disorders



Global Genes[™]

Allies in Rare Disease



ARVO[®]

The Association for Research
in Vision and Ophthalmology

ultragenyx
pharmaceutical



Retrophin

DIA

Spark[™]
THERAPEUTICS



NOVARTIS

Kristin's Books



Thriving Blind: Stories of Real People Succeeding Without Sight

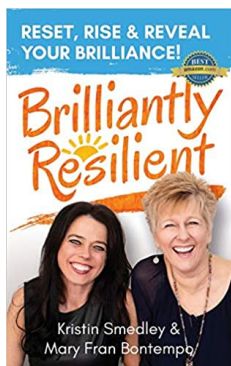
#1 New Release

#2 Best Seller

Foreword by Erik Weihenmayer

Thriving Blind will transform your idea of what is possible for people who encounter a devastating disability or life challenge and will catapult your motivation to set extraordinary expectations for your own life.

Author Kristin Smedley's journey began with devastation and tears after her two sons were diagnosed as blind when they were each just four months old. Eventually, she met a few people who would change her perception of what is possible for those navigating the world without sight. Those role models were the tipping point for Kristin and her sons to move from surviving blindness, to thriving. *Thriving Blind* introduces the reader to thirteen of those pivotal people—including a reality tv star, YouTube sensation and Teacher of the Year!



Brilliantly Resilient: Reset, Rise, and Reveal Your Brilliance

Top 100 Best Sellers List
(next to Deepak Chopra)

The Creator of Pictionary, Rob Angel, calls Kristin & her Co-Author "Game changers."

Life has a way of smacking everyone, and sometimes it just sucks. But you don't have to live there. Kristin and Mary Fran can show you the way up and out, with strategies, tools and tips to help you uncover your Resilience and discover your Brilliance.

After being sucker-punched by challenges including blindness and heroin addiction, Kristin and Mary Fran knew one thing: Crisis would not be the end of their stories. They navigated challenges with few resources and little guidance. And while the road was rough—like ugly crying rough—they also managed to come through with skills, tools and strategies that helped them and their families not only survive but thrive—in crisis and beyond. As self-described "Doctors of Nothing," Kristin and Mary Fran promise that if they can be Brilliantly Resilient, you can too.

Programs Overview

All presentations are customized to your event and goals. Kristin's most popular presentations relate to the following topics/themes (descriptions of her most popular programs can be found on the pages that follow):

- Impact of Bias
- Blindness Awareness
- Seeing Adversity as an Asset
- Disability/Inclusion
- Resilience
- Non Profit/Corporate Leadership
- Inspiration and Motivation
- Women's empowerment
- Faith

Kristin delivers her interactive, fun presentations Virtually and/or Live in the following formats:

- Keynote Address
- Breakout Session
- Half Day Workshop
- Full Day Workshop

****Bulk Book Discounts****

Kristin's books are available for a bulk order discount with every presentation. Be sure to mention your interest in this when hiring Kristin!



PROGRAM DESCRIPTION

SEE: Set Extraordinary Expectations

HOW TO REFRAME CHALLENGES & SETBACKS
AND ADOPT A THRIVING MINDSET



CLICK TO WATCH KRISTIN'S TEDx TALK

Participants will:

- Learn how to maintain a thriving mindset no matter the challenge/crisis
- Understand how ordinary expectations keep us stuck and extraordinary expectations move us forward
- Understand the role our inherent bias plays in our impact on our lives and others
- See the impact of our perceptions have on our expectations and outcomes

Everyone is facing a challenge that, no matter the actual “size,” seems too big to bear. Many people talk about facing fears, rising above the challenge, muscling up and being a “badass.” But how do you start? Where do you start? And what if your circumstance seems just too challenging?

Kristin teaches participants that their Perception of their challenge is driving their experiences, good or bad. It is how we SEE the problem/crisis that directly impacts whether we stay stuck in a setback, or launch a great comeback. As Kristin demonstrates through stories from her own journey, a proper perception enables us to Set Extraordinary Expectations, and ultimately, cause positive outcomes. Kristin guides participants to think outside of what is typically expected, to move from ordinary expectations to extraordinary, and thrive no matter the challenges that come along.

This is the most popular of Kristi’s presentations, likely due to Kristin’s unique way of empowering participants to insert their own challenges into her formula to thrive. In this program, Kristin moves people from hopeless to hope fueled, equipping all to be the hero of their own journey. The comment Kristin hears most often after this SEE presentation is: “You just changed my life.”

TAKEAWAYS

PROGRAM DESCRIPTION

SEEING ADVERSITY AS AN ASSET

HOW TO SEE THE UNIQUE EDGE BLINDNESS GIVES A PERSON IN THE WORKFORCE

Participants will:

- Alter perceptions to influence positive thoughts and behaviors.
- Understand how adversity is a catalyst to develop skills needed for success
- Hear real life examples of the skills blind people have that give them an edge over sighted counterparts
- Understand how adversity can be an advantage when negative bias is removed

Sighted people are at a disadvantage compared to blind people in the skills employers are looking for in job candidates.

That's quite a unique perspective, right?

In this program, Kristin takes participants through the journey of a person that is thriving with blindness, highlighting how they developed and honed critical skills of a high valued employee, long before and at a higher success rate than their sighted counterparts. The highly developed skills Kristin features with stories and examples from real life experiences are:

- Problem solving
- Communication
- Leadership
- Teamwork
- Adaptability

Not only does Kristin open participants' minds to the fact that blind people have an edge over their peers/colleagues in these areas, she presents a case that companies with blind employees have an edge over their competition.

TAKEAWAYS

PROGRAM DESCRIPTION

THE FOUR EYES FORMULA FOR THRIVING BLIND

HOW TO USE THE FOUR I's TO GUIDE BLIND & VISUALLY IMPAIRED CHILDREN TO THRIVE

Participants will:

- Alter perceptions to influence positive thoughts and behaviors.
- Understand how our perceptions drive our expectations and outcomes
- Understand that access to the tools of independence and literacy are essential to thrive
- Understand how connecting with role models is key to thriving

In this presentation that is mainly for parents of blind & visually impaired children, Kristin inspires participants to understand that blindness is not a barrier to success, but a lack of access is the barrier.

Kristin caringly (and quite humorously) shows participants how a healthy mindset and proper perception of blindness are the foundation for guiding blind children to thrive.

She walks them through the key pillars to success, a process that likely will be repeated over and over through a child's journey through their milestones. Her process, the "Four Eyes Formula" (4 I's) that includes:

- INTENTION
- IGNITION
- IDENTIFICATION (of obstacles)
- INVITATION (to a tribe)

Kristin's real life stories from raising her two blind sons as well as from the many parents she coaches and mentors she works with in Thriving Blind Academy makes this one of the most requested and most liked presentations that Kristin delivers!

TAKEAWAYS

PROGRAM DESCRIPTION

FROM ZERO TO GLOBAL IMPACT

THE FOUR I'S FORMULA FOR SEEING A MISSION SUCCEED

Participants will:

- Hear real stories of Kristin's journey of starting a blindness research organization with one Facebook post, to testifying at the FDA for the first ever gene therapy to treat blindness
- Explore the elements of a successful business/organization via the "Four I's" Formula for success
- Apply the "Four I's" formula to current or new projects

In this presentation, Kristin inspires participants – from corporate and non profit leaders to budding entrepreneurs – to create and lead a successful mission with massive impact.

As she takes participants on her journey of building a global brand with unprecedented impact in less than ten years, Kristin teaches her 4 I's formula that includes:

1. INTENTION
2. IGNITION
3. IDENTIFICATION
4. IMPLEMENTATION/INNOVATION

Participants enjoy Kristin's references to common inspirational people (Simon Sinek, Daniel Coyle, sports legends) and how they inspired her uncommon success. Her practical examples of how the 4 I's formula can apply to their own missions makes this a popular presentation.

TAKEAWAYS

5 Reasons You Should Book Kristin Smedley for Your Next Event

KRISTIN'S PRESENTATIONS ARE:

PRACTICAL

Your audience will receive practical tools and strategies to immediately implement both professionally and personally to reframe challenges. Kristin's program is a strategic process for achieving results both during and after challenges to move forward in focus, not fear. Your audience will leave empowered and inspired.

EMPOWERING

Your audience will be empowered. Kristin has navigated and managed severe crises and challenges to ultimately succeed and thrive. Her stories and strategies serve as a tremendous guide for others.

ENTERTAINING

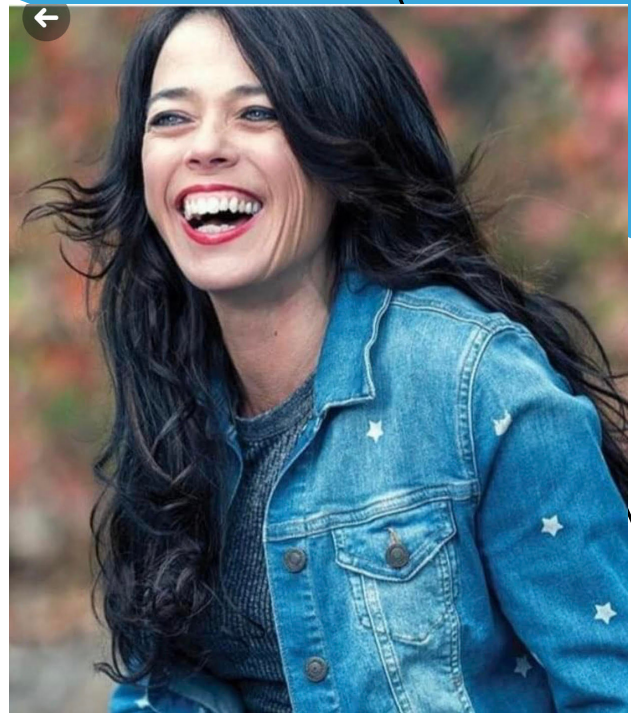
Your audience will laugh, learn, and delight in Kristin's unique personality and presentation style. With compelling and entertaining personal stories and insights, this dynamic speaker will teach your audience to look at life differently while having fun! With the experience of speaking on hundreds of stages in multiple countries, Kristin knows how to connect with her audience and leave them wanting more. Your audience will LOVE her!

CUSTOMIZED

Your audience will know Kristin is speaking directly to THEM. Every one of her presentations is customized so the content is most relevant for the client's needs. Kristin will work with you to determine your organization's needs and priorities, creating a presentation that uniquely serves you. Plus, Kristin and her team are experienced and super easy to work with.

ACTIONABLE

Your audience will leave eager to act and surmount challenges. Kristin has a unique ability to motivate people to action with renewed energy. The simple steps she teaches can be immediately implemented to begin positive forward momentum.



testimonials



"It was amazing having Kristin here speaking tonight. She is energetic and witty. Make sure if you need someone to speak at your event, you get her!"

Arrington Crawford, Philadelphia Teen Fashion Week



"Kristin is a passionate advocate for rare eye diseases. She is a recognized leader and often sought after for her insights and guidance. She has moved mountains for her community and continues to inspire many others that are working to achieve similar success."

Nicole Boice, Founder, Global Genes



"I truly believe that Kristin's presentation will be one of ACB's most valuable and important resources."

Debbie Grubb, American Council of the Blind



"Kristin possesses a keen ability to 'meet people where they are' and communicate information extremely effectively to diverse groups with an enthusiasm I've rarely witnessed in other individuals."

Carrie Ostrea, Ostrea Consulting



"What a great day! We've had incredible feedback on how much your presentation meant to the associates and the work they do on a daily basis."

J. Schofield, Novartis Institutes for BioMedical Research, Inc.



"Kristin has raised the bar for patient advocates on how to build a brand around a cause. She is passionate and has made a name for herself through her many speaking engagements and award recognitions."

Iris Rush, Executive Director, ARVO



"Speakers like this help rejuvenate us. Kristin was awesome!"

Texas School for the Blind & Visually Impaired Conference Attendee



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www.KristinSmedley.com

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Instagram: @KristinSmedley

Twitter: @KristinSmedley

LinkedIn: Kristin Smedley