

YMS B.O.L.D. Moves™ Experience — 2027 Theme: OWN IT

Speaker & Facilitator Topic Bank

Built for both audience tracks: **established six-figure service business owners** (trades, direct sales leadership, professional services) hitting a growth ceiling, and **women professionals climbing the corporate ladder**. Every topic below is framed as a strategy or how-to a speaker can *teach*, not just talk about — the goal is a takeaway framework, template, or process attendees can apply the next day.

1. OWN Your Numbers — Financial Ownership

- **Pricing for Profit:** a framework for repricing services without losing clients
- **Profit First for Service Businesses:** building cash reserves beyond top-line revenue
- **Reading Your P&L Like a CEO:** financial literacy for non-finance founders
- **Funding Your Next Level:** lines of credit, grants, and smart debt for growth-stage businesses
- **Negotiate Your Worth:** a step-by-step script for salary/raise negotiations (*corporate track*)

2. OWN Your Systems — Operational Ownership

- **SOPs That Scale:** documenting your business so it runs without you in the room
- **The Automation Audit:** evaluating your tech stack (CRM, email, AI tools) for real ROI
- **Delegate or Die:** how to make (and structure) your first or next operations hire
- **AI as Your Silent Employee:** practical AI workflows solo and small-team businesses can implement this quarter
- **Systemizing the Client Experience:** white-glove service that doesn't rely on the founder

3. OWN Your Market — Positioning & Differentiation

- **Niche Down to Level Up:** a validation process for choosing (or narrowing) a profitable niche
- **Category of One:** standing out in a crowded market without competing on price
- **The Signature Offer:** packaging your expertise into a scalable, repeatable program
- **Competitive Intelligence 101:** using market research to set pricing and positioning
- **From Referral-Only to Repeatable:** building a predictable, non-referral-dependent pipeline

4. OWN Your Presence — Visibility & Authority

- **Personal Branding as a Growth Strategy:** treating brand as a revenue lever, not a vanity project
- **Becoming the Go-To Expert:** a practical PR, podcast-guesting, and media pitch process
- **Content That Converts:** turning expertise into a repeatable content-to-client engine
- **Public Speaking as a Sales Tool:** converting stage time into booked clients
- **Executive Presence:** owning the room and being heard in leadership settings (*corporate track*)

5. OWN Your Team — Leadership & Culture

- **Hiring Your First A-Player:** interview frameworks and red-flag checklists
- **Build Your Advisory Board Before You Think You're Ready:** how to structure and use one
- **Leading Without Burning Out:** sustainable leadership systems for founders
- **Mentorship & Sponsorship:** building the allies who move your career forward (*corporate track*)
- **Culture by Design:** retaining talent in a service-based or client-facing business

6. OWN Your Growth — Sales & Scaling Strategy

- **Sales Funnel Audits:** finding and fixing the leaks between lead and close
- **From Service to Scalable:** productizing expertise into courses, group programs, or licenses
- **The Discovery Call Blueprint:** a repeatable framework for converting conversations into clients
- **Breaking Through the Growth Ceiling:** the operational and mindset shifts needed to scale past six figures
- **Strategic Partnerships & Joint Ventures:** growth without a bigger ad budget

7. OWN Your Story — Mindset, Identity & Legacy

- **The CEO Mindset Shift:** what changes internally when you move from operator to owner
- **Building a Legacy Business:** succession, exit planning, and wealth transfer basics for service business owners
- **Boundaries as a Business Strategy:** protecting time, energy, and rates without guilt
- **Owning Your Seat at the Table:** confidence, advocacy, and visibility for women in corporate leadership (*corporate track*)
- **Rewriting the Success Script:** redefining ambition and "enough" on your own terms