

A full-body portrait of Jenni Rae Oates, a blonde woman with long hair, wearing a white blazer and white pants. She is smiling and has her hands clasped in front of her. The background is a dark gradient.

2026 MEDIA KIT

JENNI RAE

SUCCESS PSYCHOLOGY
& BRAND STRATEGIST

**BUILDING BRANDS & LEADERS,
FROM THE INSIDE-OUT**

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GREATNESS



“I’ve had a lot of speakers on my stage, but Jenni Rae got the highest ratings by far.”

Brain, Hope Media



dōTERRA

hope*speakers



Shaklee
MAKING HEALTHY HAPPEN™

SALESFIX



Gallagher

ABOUT JENNI RAE OATES

Jenni Rae Oates is the creator of NeuroStory™, a breakthrough framework revealing how the hidden stories encoded in the brain shape leadership, brand authority, and business growth.

Through transformational keynotes and immersive experiences, she equips founders, executives, and leadership teams to identify the story driving their performance and rewrite it from the inside out.

With more than two decades of leadership experience, a Top 2% career across two global companies, and over 20,000 entrepreneurs trained, Jenni Rae blends neuroscience, leadership psychology, and brand strategy into unforgettable experiences that leave audiences with practical tools they can immediately apply.

Known for her powerful storytelling and raw authenticity following the loss of her son, she brings a rare combination of vulnerability, research, and strategy to every stage, challenging audiences to rethink the stories shaping how they lead, communicate, and grow.

STATISTICS

32K+ SOCIAL
MEDIA

20K LEADERS
COACHED

18+ YEARS OF
COACHING

\$10M REVENUE
GENERATED

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KEYNOTE TOPICS

Your Success Will Never Outgrow Your Story

WHY HIGH PERFORMERS HIT INVISIBLE CEILINGS— ~~AND HOW TO BREAK THROUGH THEM.~~

overwork and unlock a way of leading that builds capacity, fuels resilience, and protects what matters most.

Every result begins with a story. Through her signature NeuroStory™ framework, Jenni Rae reveals how the hidden stories we carry shape leadership, decision-making, and success—and how rewriting those stories unlocks greater authority, influence, and lasting results.

Why Now: In a post-2025 culture of overextension and performance fatigue, women leaders are waking up to the cost of success that requires self-abandonment, and looking for a new way to lead without losing themselves.

Key Takeaways:

- ✓ Recognize the hidden story driving your decisions.
- ✓ Break free from the patterns limiting your next level.
- ✓ Lead with greater authority, influence, and confidence.



KEYNOTE TOPICS

NeuroStory™

THE BELIEF CODE THAT UNLOCKS RESILIENT LEADERSHIP AND NEXT-LEVEL SUCCESS

Your success isn't limited by mindset; it's governed by your belief code. Change the story in your system, and you unlock an entirely new level of leadership.

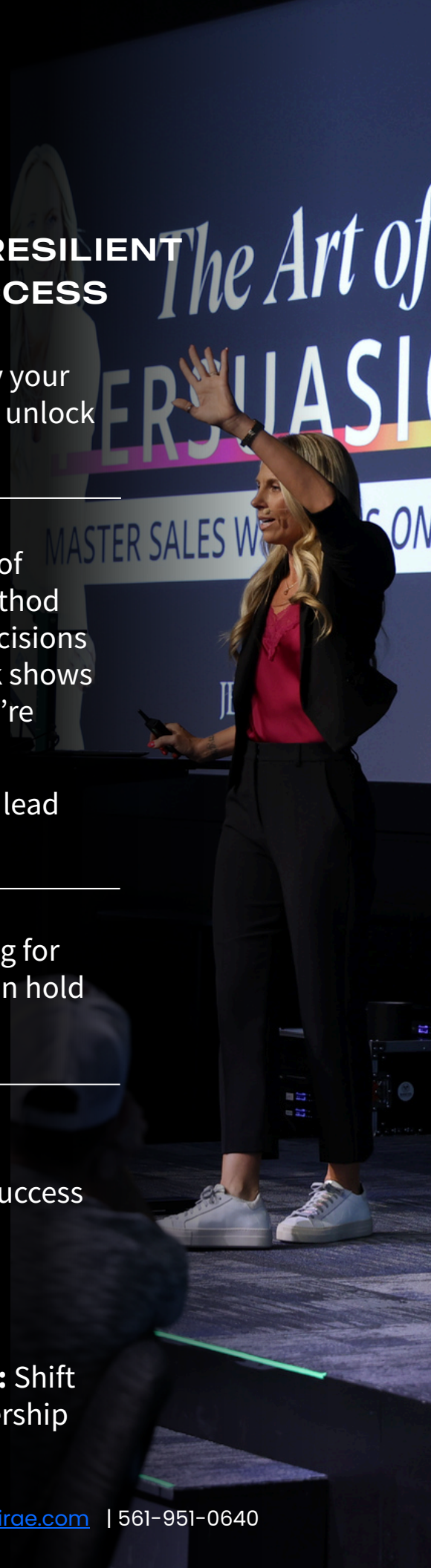
In this keynote, Jenni Rae unpacks the neuroscience of belief and introduces NeuroStory™, her signature method for decoding the subconscious story shaping your decisions and success ceiling. Backed by brain science, this talk shows why performance blocks aren't mindset issues...they're story patterns wired into your system.

Audiences leave with a neuroscience-backed reset to lead with clarity, resilience, and internal congruence.

Why Now: We're drowning in information and starving for self-trust. It's time to lead from a belief system that can hold the next-level of success you're built for.

Key Takeaways:

- **Decode Your Belief Blueprint:** Learn how early success wiring still shapes how you lead under stress
- **Interrupt the Success Set Point™:** Identify your internal ceiling and what it takes to rise beyond it
- **Recode the Story for Sustainable Performance:** Shift from reactive patterns into clear, consistent leadership



KEYNOTE TOPICS

FIREBrand™

THE 4 IDENTITY SHIFTS TO BUILD A BRAND THAT COMMANDS AUTHORITY, ATTENTION, AND REVENUE

Brilliance alone doesn't convert. Brands that command in 2026 are identity-led, outcome-aligned, and built from the inside out.

In this keynote, Jenni Rae shares the FIREBrand™ framework to help women transform a hustle-built business into a brand that reflects their evolution.

Through four identity shifts - power, presence, position and profit - she equips leaders to align their voice, model and message so they convert at a higher level and lead with unmistakable authority.

Why Now: In a world of AI saturation and brand sameness, clarity and identity are the only advantage that can't be automated.

Key Takeaways:

- **Power:** Build from the brilliance only you have.
- **Presence:** Be fully seen, without the performance.
- **Position:** Say what only *you* can say.
- **Profit:** Sell from alignment, not exhaustion.

