

# UnScripted Change

We need to **change**  
the way we **talk about change**

**The future is UnScripted.**

Change isn't going away so we need to **get better at it.**

It's not about just managing change; it's about **leading** through it.

To help you lead through change we studied uncertainty during two of the most uncertain periods in our history.

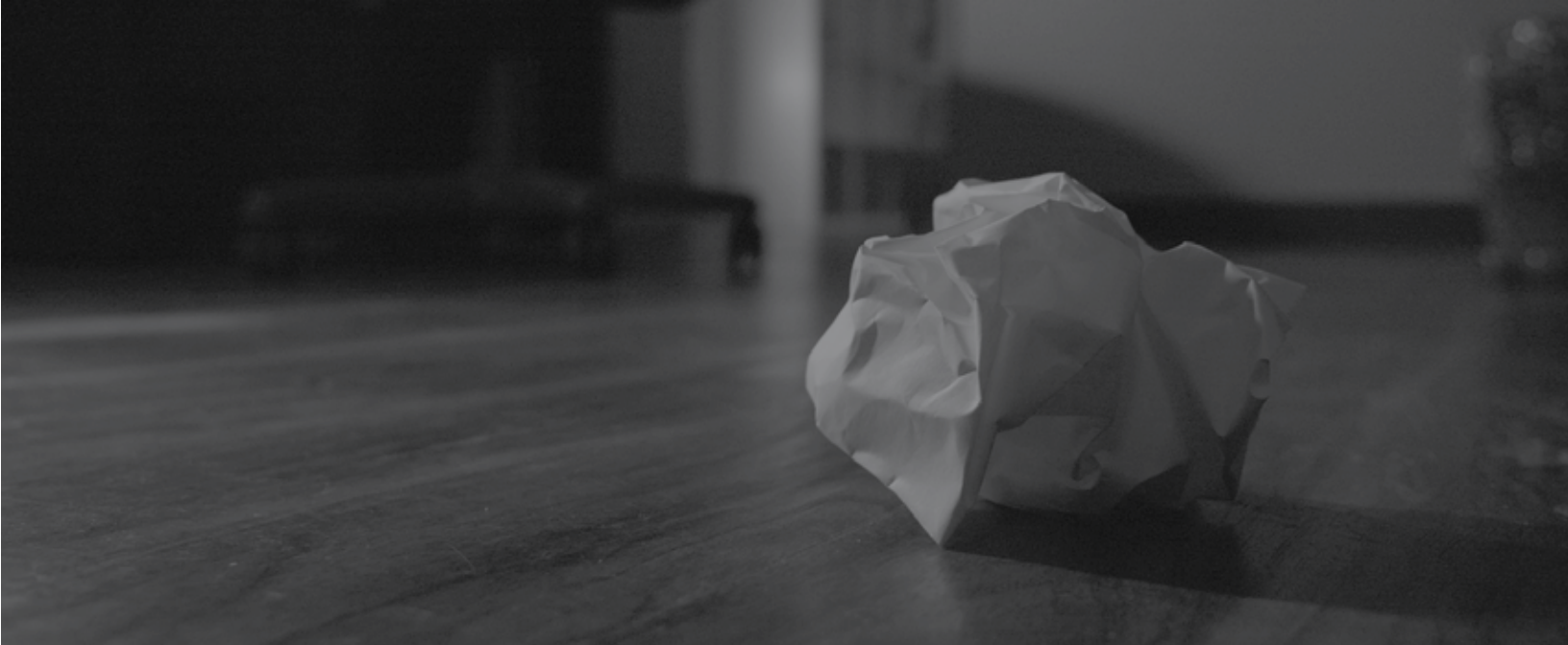
During the pandemic and then again during the political and economic upheaval felt at the start of 2025.

We now understand:

- ✓ How people react to change and uncertainty
- ✓ How we can leverage uncertainty to create opportunity
- ✓ What traits led some people to be inspired by chaos and change
- ✓ How we can build resilience in ourselves and in our teams

And... we know that the secret to our overall health and wellbeing is **how well we handle uncertainty** – or **how UnScripted we are.**

**When we no longer see uncertainty as a threat,  
it becomes our opportunity.**



# Let's talk about **change**

**What are you looking for...?**

**What are you seeing in your organization...?**

**What do you need...?**

- ☐ We need to be more effective with our decision making even when we don't have all the information
- ☐ We need to innovate in uncertainty
- ☐ We need to be more comfortable with change and less resistant to any change
- ☐ We need to become more tolerant of risk
- ☐ We need to shift our strategy or consider scenarios or alternatives
- ☐ We need to get "unstuck"
- ☐ We need to overcome change fatigue
- ☐ We need to challenge the status quo
- ☐ We are experiencing more burnout or stress at work
- ☐ We need to build a more resilient workplace in the face of change
- ☐ We need a psychologically safe environment where people can bring their best ideas to work
- ☐ We want our people to be more curious about their work and seek ways to better serve our customers
- ☐ We need to have more fun as a team
- ☐ We want to break down silos and create a more collaborative work environment
- ☐ We need to focus our attention on the strategic areas of our work, not just the urgent issues
- ☐ We want to be ready to tackle the UnExpected, the UnPredictable, and the UnAvoidable
- ☐ We need to spend our budget before the end of the year (just sayin', we can help with that too)
- ☐ All of the above...?



All topics and themes can be **mix & matched** in a unique, custom roasted blend of experiential learning

#### DEEP DIVE WORKSHOP

after a keynote to further develop skills

#### UNSCRIPTED ASSESSMENT

to understand how comfortable your team is in change

#### LEADERSHIP RETREAT

to help move the company forward

#### STRATEGY SESSION

for top performers, senior leaders or VIPs

All of the presentations can be delivered as a **keynote, workshop, breakout, or retreat.**

#### The Future is UnScripted

How You, Your Team, and Your Entire Organization Can Prepare for the UnExpected, the UnPredictable and the UnAvoidable

#### Leading Through Uncertainty

Leverage Curiosity and Confidence to Build Change-Resilient Teams

#### The Curiosity Advantage

How to Lead Humans When You Would Rather be Doing ANYTHING Else!

#### The Secret Truth About Uncertainty

What the Research Reveals about the Unexpected Relationship Between Uncertainty, Resilience, and Your Overall Well-Being

#### What the #\$\$%!\* I Didn't Plan for This!

Leverage the Opportunity in Uncertainty When Sh!ft Happens

For full descriptions of speaking topics, see pages 7-11



**NEW RESEARCH**  
Chaos2Clarity 2025  
Understand how  
the uncertainty  
is different NOW

## Research & Assessments

**Jennifer studied uncertainty**  
**during the most uncertain time in our history...**  
**and then she did it again.**

She studied uncertainty during the pandemic and then again during the political and economic upheaval felt at the start of 2025.

She learned that...

*Not Everyone In A Crisis Is In Crisis*

She also learned that **people who are more comfortable with uncertainty are healthier overall and even inspired by change.**

**These people are UnScripted!**

Take the  
assessment!



The **UnScripted Assessment** measures how comfortable people are with uncertainty, so consider having your entire audience take the assessment. Your unique data can be compared to the population overall and to other leaders, or women, or BIPOC. From there we can design tailored debriefs and training sessions based on your unique group and circumstances.



## What clients say...

“We partnered with Jennifer to be our keynote speaker for our Technology Transformation Event series – 11 events taking place across 7 cities in North America... As our keynote, Jennifer was outstanding in connecting with our employees and inspiring them to embrace change and be ready for the unexpected.” – **Joanne Lafreniere, Managing Director – Employee Technology Enablement and Engagement, Technology & Operations, BMO Financial Group**

“Jennifer Spear is a gifted speaker who knows how to engage an audience, shake participants out of their comfort zones and help them start implementing strategies immediately... she has audiences laughing, standing, and participating at an unprecedented level.” – **Danielle Lamothe, (Formerly) Director, Professional Services, Institute for Performance and Learning (formerly CSTD)**

“Working with Jennifer Spear has been an amazing experience. She continuously goes above and beyond to ensure successful delivery of her programs and is always willing to try something new.” – **Candace Schierling, (formerly) Director of National Conventions, Discover Saskatoon**

“Jennifer is fantastic to work with! Her content is smart, her delivery and experiential learning activities are flawless and people will truly learn something amazing that they can use right away (and they’ll have fun too!).” – **Amanda Bjorn, (formerly) Director Learning and Development, Providence Healthcare**

“What do you do when you have a very serious ‘venue’ challenge and need a speaker who can strategically curate content that is relevant and delivered on a plane? Easy – you call Jennifer Spear! Jennifer is brilliant... Jennifer is a complete professional who is a joy to work with. I now have her on speed-dial.” – **Bettyanne Sherrer, CMP, CMM, Principal, ProPlan Conferences & Events**



Jennifer is on a mission to help individuals, teams, and workplaces thrive during uncertainty and be inspired by chaos and change.

## Why **book** Jennifer?

Jennifer is a recovering corporate executive who operates where the business and creative worlds collide. She incorporates humour and improv in her evidence-based presentations to deliver the message in a memorable and engaging way.

You can count on Jennifer to create experiential, highly engaging, informative, and fun learning **EXPERIENCES** for audiences.

She gets everyone participating in fun, but meaningful ways, whether it's a team of 20 or an audience of 2,000.

Although she speaks about being UnScripted, you can rest assured Jennifer is one of the most prepared speakers you will ever work with – she is always prepared for the **UnExpected**, the **UnPredictable**, and the **UnAvoidable**, and IF these things happen, she will be **UnFlappable**.

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## Where in the world is Jennifer?

Jennifer enjoys working internationally, nationally, and close to home in Toronto, Ontario, Canada.

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## The company we keep





# The Future is UnScripted

## How to Prepare for the UnExpected, the UnPredictable and the UnAvoidable

### The future is UnScripted.

We are experiencing change at an exponential rate, and it is impacting all aspects of our work and our lives.

And more than that, the nature of change is changing. There is...

- ... **more** complexity
- ... **more** ambiguity
- ... **more** unpredictability

That means **more** wicked problems and **more** uncertainty at work.

Yet, we still have to make decisions (without all the information).

We have to solve new problems (without any prior experience).

We have to work with others (in new and different ways).

AND... No matter how much time and effort we invest to PLAN, change is going to continue to happen, and that means going off our plan and going off our usual script. And that is going to disrupt what we do and how we do it.

Instead, what we need to do is **PREPARE** for the UnExpected.

**Bottom line: Change isn't going to go away! We just have to get better at it.**

All of this requires that we become comfortable working within uncertainty.

And *that* requires that we:

- Tolerate ambiguity;
- Become courageously curious; and
- Work UnScripted.

### Outcomes & Impact

- Understand the importance of preparing for change and embracing uncertainty to create opportunity.
- Laugh while you learn the skills of successful improvisers to accept the offers presented in change and to use those offers to take advantage of change.
- Have the confidence and the courage to face unknown obstacles and challenges and handle unexpected situations with ease.
- Learn how to accept when things go wrong to leverage the opportunity in uncertainty.



# Leading Through Uncertainty

## Leverage Curiosity and Confidence to Build Change-Resilient Teams

***“The more resilient you are the more resilient you will be.”*** Chaos2Clarity research

As a leader, you need to lead others even when you don't know what's going to happen next. And you need to make decisions when you're in the messy middle of change.

How do you lead without a playbook?

With constant change there is no script, but we **can** prepare for it.

Prepare yourself and your team for any change by tapping into your innate **curiosity**, strengthening your **confidence**, and building your **resilience**.

We need **challenge** and **change** in order to build resilience, and the good news is there is no shortage of either!

If, however, we don't take the time to recognize what we have accomplished, that constant challenge and change can lead to burnout.

This keynote inspires your team to embrace change and find the opportunities in uncertainty.

Build your resilience and your team's resilience IN change.

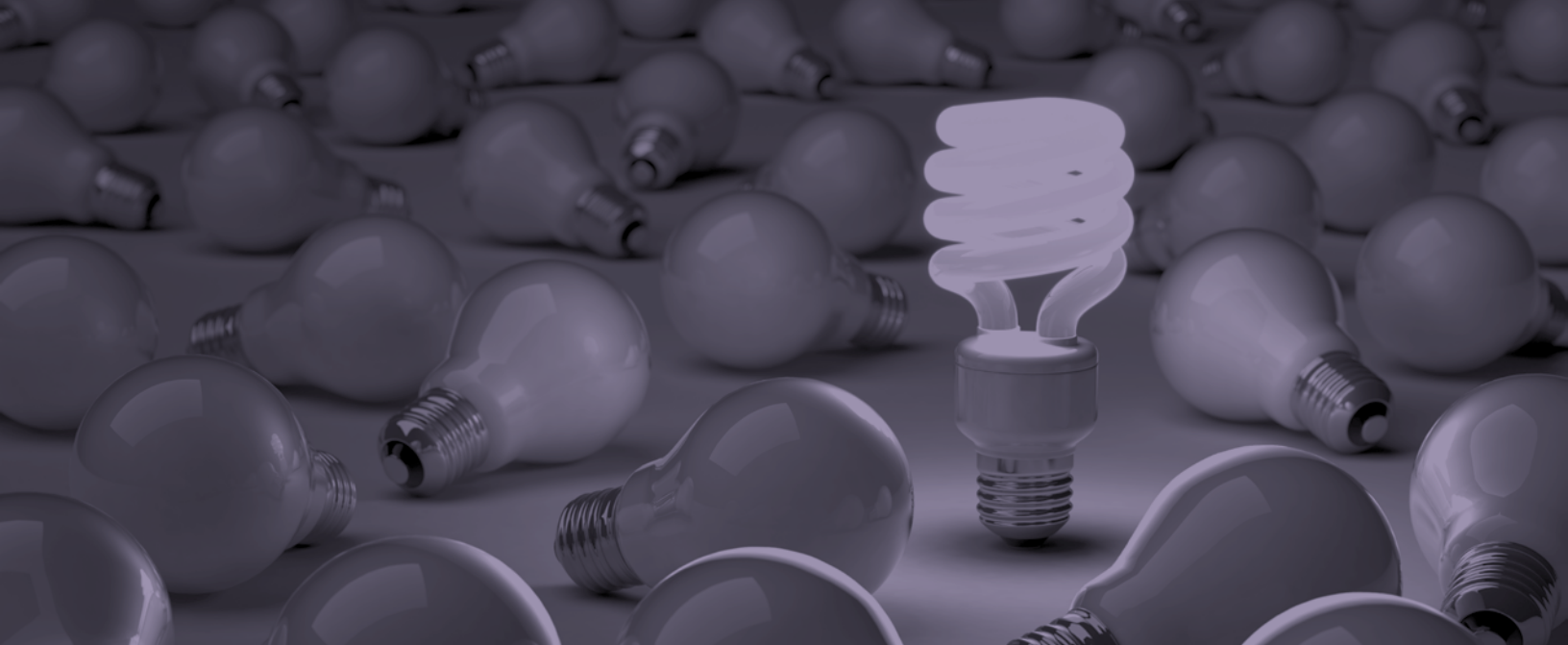
This keynote or workshop can focus on:

- **The Change Resilient Leader**, or
- **The Change Resilient Team**, or
- **The Change Resilient Workplace**

Consider having your team take the **UnScripted Assessment** to understand how comfortable they are with uncertainty and change.

### Outcomes & Impact

- Feel prepared for any change, even if it hasn't happened yet.
- Learn to embrace the opportunities that change presents by accepting the offers in change in order to take advantage of change.
- Recognize that you can tap into your innate curiosity and build your resilience so that you can always be prepared to face any change.



# The Curiosity Advantage

## How to Lead Humans When You Would Rather be Doing ANYTHING Else!

People. Yeah, we get it. They're the worst!

The hardest part about leadership is the people, however, leading people is also the whole point of leadership!

Here's the reality...

- ✓ Some people love what they do – their technical area of expertise.
- ✓ Some people love working with people and being a people-manager.
- ✓ Sometimes those are the same people, but often...not so much!

Some people-leaders don't actually enjoy... you know...people. They tend to focus more on the task than the person completing it. In today's complex work environment, we can't leave our employee engagement to chance. We need all of our leaders to be able to engage, connect and inspire.

The good news is that all leaders can be good people-leaders.

**The Curiosity Advantage** can be targeted for those people leaders who don't always enjoy... the people side. If your leaders are scientists, engineers, researchers, accountants, IT or other very technically skilled experts, they can use their strength to lead others.

And that strength is their **curiosity**.

These leaders can learn to leverage their innate curiosity to effectively lead others and to inspire their teams to work effectively and embrace change. Yes, it really is possible! And because it is research-based, they may even be *curious* about it!

**The Curiosity Advantage** is also good for leaders of all kinds, whether new to leadership or a seasoned pro.

The power of curiosity can be used to keep us calm and present and keep our minds open to the possibilities. When we are curious we cannot be anxious. When we are curious we are not furious!

### Outcomes & Impact

- ➔ Understand how to tap into your innate curiosity to face change and lead others through it.
- ➔ Understand the importance of creating psychologically safe environments and how to lead with compassionate curiosity.
- ➔ Discover how tapping into our curiosity can help us connect with others, negotiate effectively, and build stronger teams.



# The Secret Truth About Uncertainty

## What the Research Reveals about the Unexpected Relationship Between Uncertainty, Resilience, and Your Overall Well-Being

***“Not everyone in a crisis is in crisis.”***

Chaos2Clarity research

How we handle uncertainty is the key to not only unlocking creativity and innovation, but also to our overall well-being.

Based on the one-of-a-kind research study *Chaos2Clarity*, this insightful presentation will have you laughing while you learn the secrets of those who are inspired by chaos and change, those who embrace the uncertainty of the situation, and those who accept the offer to create new opportunities.

Learn why “not everyone in a crisis is in crisis”, and the implications for you, your team, and your company.

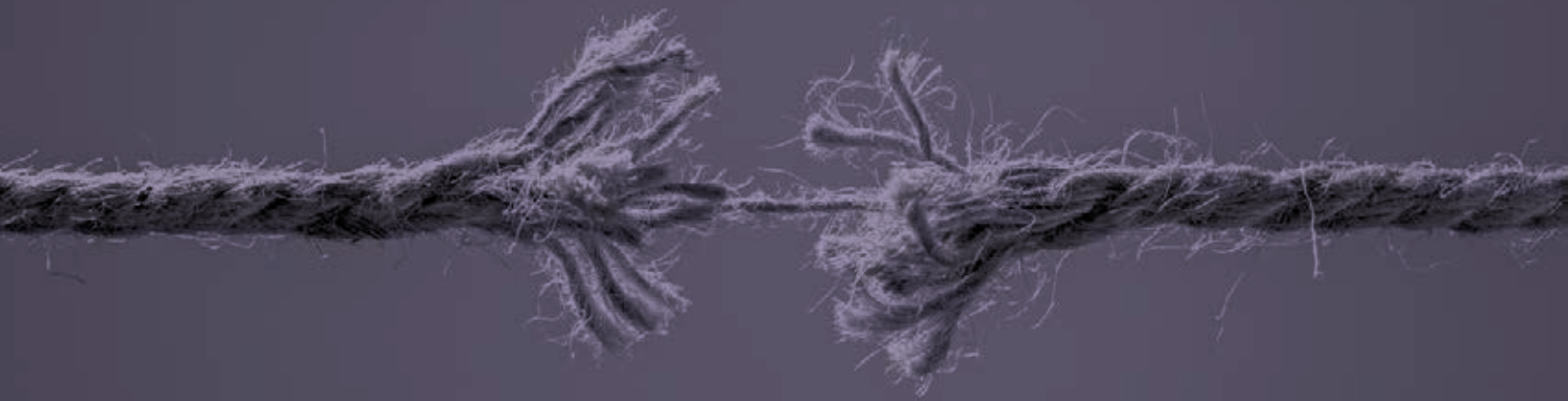
Every participant will have the opportunity to take the **UnScripted Assessment** which indicates how comfortable they are with uncertainty. Participants will receive their own customized report which will share how UnScripted they are overall and, since not everyone is UnScripted in the same way, they will learn how they are UnScripted, or what we call the **UnScripted Edge**.

The results of the entire group can be shared as a team profile and can be compared with the population overall, leaders, women, BIPOC, or other relevant groups for your event.

There’s also an option to do a deep dive with leaders to understand where their team is and together, we can identify opportunities for improvement, areas to watch, and strategies to inspire where employees should focus to create a more **change resilient team**.

### Outcomes & Impact

- Learn how you and your team respond to the uncertainty within change and how you can leverage your strengths to improve your results.
- Understand how to build resilience in yourself and others in order to face new opportunities and challenges.
- Feel more comfortable and confident when facing chaos, challenge, and change.



# What the #\$%&!\* I Didn't Plan for This!

## Leverage the Opportunity in Uncertainty When Sh!ft Happens

As meeting professionals, you have meeting plans, contingency plans, backup plans, and buffers. But when things go wrong, you are ready! You are flexible, adaptable, and a MacGyver-level problem solver - this is what makes you great at what you do!

We spend so much time planning to control for the unexpected, but what if...

**What if** that “disaster” is actually a good thing...?

Some of the most memorable moments in your events are when things went off script.

**What if** instead of trying to control for those moments, we seek them out?

When we no longer see these UnScripted moments as a threat, they become opportunities.

**What if** we could give up some control to increase engagement?

Purposely plan for and allow the UnExpected, the UnPlanned, and the UnScripted moments to happen magically.

Join Jennifer Spear as she shares the secret truths about uncertainty uncovered in her national research study *Chaos2Clarity*. Laugh while you learn and practice the skills of those that are inspired by chaos and change, those that embrace the uncertainty of the situation, and those who accept the offer to create new opportunities.

### Outcomes & Impact

- Understand the mindset required to embrace uncertainty and how to approach situations with curiosity and build resiliency.
- Appreciate that not everyone in a crisis is in crisis, and the implications for you, your clients, and your events.
- Learn and practice techniques and the skills of improvisers to feel confident when facing unexpected situations that can be applied immediately in your work.