



# Shiran Faast

**Transforming your business by unleashing human potential**

Keynote Speaker | International Autor | Founder of the C.E.O. Transformation Method™



# Shiran Faast

Keynote Speaker | Author

## About Shiran

Shiran Faast is an award-winning business transformation expert, international keynote speaker, and author of *Unstoppable Business Growth*.

She is the founder of the C.E.O. Transformation Method™, known for turning complex organizational challenges into clear, actionable pathways that drive lasting growth.

Shiran works at the intersection of human potential and business performance. She is widely recognized for her ability to quickly diagnose the real constraints holding organizations back, particularly during periods of rapid growth, complexity, or transition, and to translate that insight into practical frameworks leaders can act on immediately.

The C.E.O. Transformation Method™ was born from an unexpected decision: closing a multi-million-dollar company Shiran had built and scaled over ten years. That moment reshaped how she understood growth. It revealed a critical distinction: **success alone does not make a business unstoppable**. Unstoppable businesses are built differently, with structures designed to endure well beyond short-term wins.

Through her method, Shiran helps organizations strengthen the three human pillars that control every business outcome: **C**ustomers, **E**mployees, and **O**wners. She works with founders, executive teams, and consultants to move beyond surface-level strategies and address the deeper structural and behavioral drivers of performance.

The result is cultures where people take ownership, think critically, and move decisively in the same direction.

With more than a decade of hands-on experience scaling companies, navigating major pivots, and rebuilding from the ground up, Shiran brings rare credibility to the stage. She understands the pressure leaders carry, the constant demands, the overwhelm, and the gap between where the business is and what it is capable of becoming.

As a keynote speaker, Shiran is known for challenging conventional thinking while making complexity simple. Her sessions reframe how leaders view contribution, accountability, and control- helping individuals move from replaceable to remarkable, and organizations shift from successful to truly unstoppable.

Audiences leave with clarity, shared language, and practical frameworks they can apply immediately, long after the keynote ends.

# Speaking Topics

## For Business Owners & Executives

### Topic 1 - From Successful to Unstoppable: Who's Really Controlling Your Business Results

#### Outcome for the audience:

- Stop Reacting to Numbers—Start Leading the Levers.
- Preventive Intelligence- Learn how to listen to your business before you see the results in the numbers.
- Become Indispensable
- Navigate Change Confidently
- Strategic Mindset Shift- From Firefighting to Strategic Leadership

#### Key Takeaway for Audience:

You will learn to stop reacting to lagging indicators like revenue reports and profit margins, and start leading the business by reading early warning signs.

You will discover how to identify customer behaviour patterns, employee engagement shifts, and owner clarity gaps before these issues impact the bottom line.

Giving you weeks of lead time to course-correct instead of scrambling after the damage is done.



### Topic 2 - Pension Track or Graduation Track? How to Align Every Employee's Exit Plan With Your Business Goals.

#### Outcome for the audience:

- Reduce unexpected turnover costs
- Create strategic succession planning
- Maximize employee contribution during tenure
- Build talent pipelines for growth
- Improve workforce planning accuracy

#### Key Takeaway for Audience:

Every employee has one of two exit plans: Graduation Track (using your company as a stepping stone to their ultimate goals) or Pension Track (growing within your organization long-term). Your audience will learn how to identify which track each employee is on and customize their roles, development opportunities, and career pathways accordingly. This transforms what's typically seen as inevitable turnover into strategic talent management that maximizes contribution while genuinely supporting each person's life goals—creating cultures where employees stay engaged and productive right until their planned departure, or become lifelong team members.

# Speaking Topics

## For Teams

### **Topic 3 - From Replaceable to Remarkable: How to Become Invaluable in Any Organization**

#### **Outcome for the business:**

- Create a culture of employees that know what to do
- Increased Employee Retention
- Enhanced Productivity and profits
- Reduced Restructure Resistance

#### **Outcome for the audience:**

- Career Clarity
- Become Indispensable
- Navigate Change Confidently
- Increase Your Value
- Strategic Mindset Shift

#### **Key Takeaway for Audience:**

Stop working for the company. Start using the company to build your future. When you align what you want with what they need, you don't just keep your job—you become the person they can't afford to lose. Your audience will discover how to leverage Passion, Vision, Career Goals, and Values to transform from replaceable to remarkable, ensuring they're building their dream future while delivering exceptional business value.

### **Topic 4 - Your 1-Star Reviews Are Your Business Growth Roadmap**

#### **Outcome for the business:**

- Create a brand that everyone trust
- Reduced Customer Acquisition Costs
- Predictable Growth
- Competitive Advantage

#### **Outcome for the audience:**

- Learn how to transform customer feedback to revenue growth
- Learn the innovation framework to always be ahead of the trends
- Learn how to sell the transformation not the specs sheet.

#### **Key Takeaway for Audience:**

Your worst reviews are worth more than your best ones. Your audience will learn the P.A.I.N. framework that transforms every complaint into a million-dollar growth opportunity hiding in plain sight. While your competitors ignore negative feedback, you'll use it as strategic intelligence to capture the exact customers they're losing. Every 1-star review contains the blueprint for unstoppable revenue growth—if you know how to read it.



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# Testimonials

Shiran is an engaging and impactful speaker who offers practical, evidence informed insights on sustainable business growth.

Her C.E.O. Transformation Method, combined with her real-world experience as a successful business owner, equips participants with strategies they can implement directly within organisations.

Shiran has been a regular guest speaker who continues to inspire our Entrepreneurship students in units such as Scaling for Future Growth, as well as our academic staff. She consistently receives outstanding feedback for her actionable content and captivating presentation style.

**Dr Maria Kaya - Queensland University of Technology, Brisbane Australia**



Great Energy, Great Animation, Great Confidence, Great Humour, Great Respect - Loved it

**Daisy Dean - Melbourne, Australia**



Shiran shifts perspectives.

She shows you exactly how to go from replaceable to irreplaceable, not through theory, but through sharp self-awareness, lived leadership experience, and a powerful framework anyone can use.

Her message is simple and provocative:

Stop waiting for passion to appear in your job. Build it by aligning your work with your strengths, values, goals, and impact.

Her 4 Ways to Become Irreplaceable is the kind of framework that sticks as it is practical, empowering, and deeply human.

She teaches how to empower employees by creating win-win environments, where both the individual and the organisation thrive.

She speaks with natural authority that is grounded, reflective, and real.

She doesn't motivate... she activates.

A talk that doesn't just inspire but also upgrades how you see your work, your worth, and your potential impact.

**Jeff Mesina - Sydney Australia**



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# Testimonials

I love Shiran's message about becoming truly irreplaceable in the workplace. She breaks it down so powerfully through her four guiding pillars – passion, vision, career goals, and value and shows us that we don't need to wait for a promotion to demonstrate our worth.

What stood out to me is how practical and empowering her insights are. She reminded us that passion comes with the responsibility to show what we love. That our life goals and vision grow stronger when we commit to learning everything we can on the way there. That career goals become achievable when we operate from the end in mind from the very beginning. And that our value shines the brightest when our actions align with our core values.

Her message is clear and inspiring: when we know where we're going and choose to lead ourselves with intention, we become unstoppable.

**Eva Skarstrom - Spain**



Shiran's talk was one of the most impactful workplace speeches I've heard. Her journey from being labeled 'replaceable' to becoming a leader who builds irreplaceable teams was raw, honest, and deeply relatable. She turned personal adversity into a masterclass on passion, purpose, values, and taking ownership of your career.

What moved me most was the story of her team choosing to stay on the last day – not for a paycheck, but because of who they became under her leadership. Shiran doesn't just teach the principles of being invaluable; she embodies them. Her message is clear, practical, and transformative. Anyone who hears her speak walks away seeing their work, their value, and their future with new clarity.

**Svetlana Rao - Singapore**



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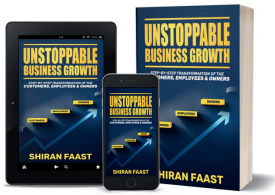


[instagram.com/shiranfaast](https://www.instagram.com/shiranfaast)

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# Resources for your audience



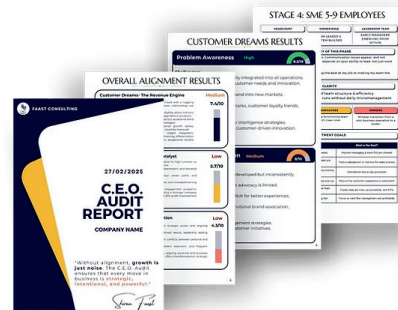
**Value : \$29.99**

## Book

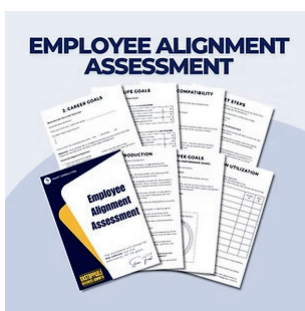
Discover the proven C.E.O. Transformation Method™ that turns struggling businesses into unstoppable growth machines. "Unstoppable Business Growth" reveals the three critical pillars: Customers, Employees, and Owners, that transform how you generate revenue, maximize profits, and reclaim your freedom. Stop guessing and start implementing the exact frameworks that successful business owners use to build companies that work without them

## Audit

Answer 15 strategic questions and receive an individualized diagnostic report that shows exactly where your business is bleeding revenue, profit, or clarity. Your customized analysis identifies which issues demand immediate action and which can wait, eliminating the guesswork from your growth strategy. Each problem comes with concrete fix-it steps and shows you precisely which numbers—revenue, profit margins, or operational efficiency, will improve when you address it. No more wondering what to prioritize. Just a clear roadmap showing you where to focus first for maximum impact.



**Value : \$79**



**Value from : \$18**

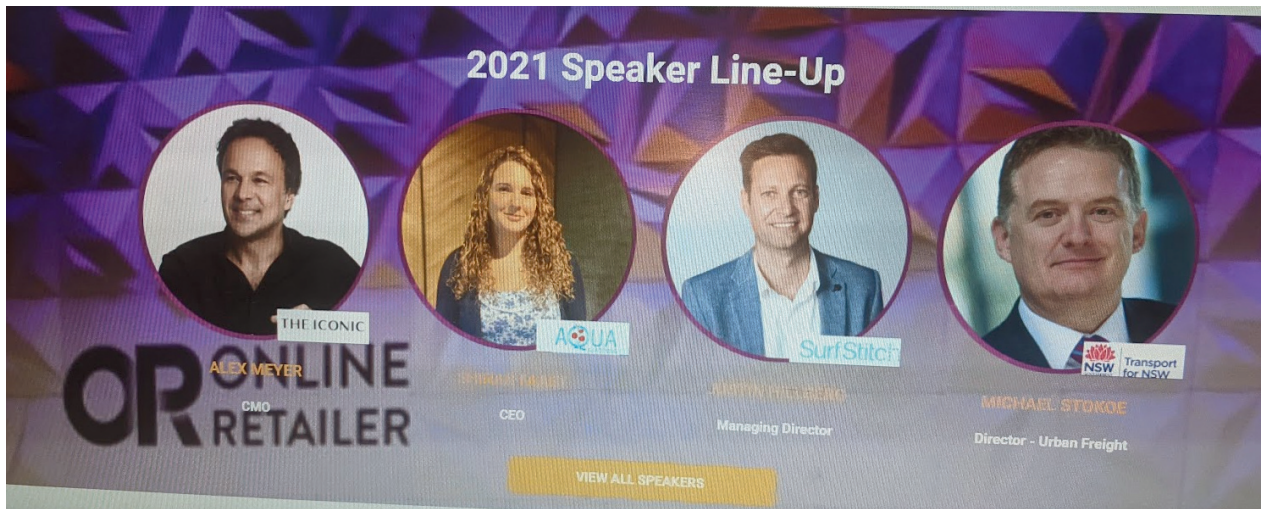
## Workbooks

Each attendee receives one implementation workbook relevant to the session topic—a practical tool they can use immediately in their day-to-day operations. No fluff, no theory—just structured frameworks to execute real change. Whether it's owner strategy, team alignment, or customer conversion, these workbooks are built for action-takers ready to do the work. Your audience doesn't just learn—they leave equipped to implement, turning your event into measurable business transformation.



# Media and Awards

As seen in





# Speaking Formats

## Keynote Presentations

High-impact sessions that challenge your audience to rethink how they control their business results. Typically 45 or 60 minutes with Q&A.

## Interactive Workshops

Deep-dive sessions where participants work through frameworks and leave with implementation plans. Available in 90-minute, half-day, or full-day formats.

## Panel Expert

Shiran brings strategic insight and practical frameworks to panel discussions, offering perspectives that cut through surface-level business advice.

## Podcast Guest Appearances

Engaging conversations that unpack the C.E.O. Transformation Method for your listeners, with actionable takeaways they can implement immediately.

## Custom Engagements

From 10-minute power sessions in virtual team meetings to 3-hour intensive workshops, Shiran adapts her content to fit your event format perfectly.

# How to book Shiran

## Let's Make Your Event Unforgettable

Ready to bring the C.E.O. Transformation Method™ to your audience? Whether you're planning a corporate conference, industry summit, professional development workshop, or podcast series, Shiran delivers transformational content that creates lasting impact.

## The Booking Process

### Step 1: Submit Your Event Details

Fill out the form below with your event information, audience profile, and desired outcomes. The more details you share, the better we can tailor the experience.

<https://www.shiranfaast.com/speaking-gigs>

### Step 2: Scoping Call

Our team will schedule a complimentary scoping call with Shiran to discuss your specific goals, confirm she's the right fit for your event, and design a session that delivers maximum value to your audience.

### Step 3: Customized Delivery

Shiran tailors every engagement to your exact requirements—from content focus to session length to delivery format.

