

Shiran Faast

Align. Pivot. Grow.

Keynote Speaker | Author | Creator of the C.E.O. Transformation Method®



Shiran Faast

Keynote Speaker | Bestselling Author | Business Transformation Expert

About Shiran

Shiran Faast is an award-winning business transformation speaker, entrepreneur and two-time #1 Amazon bestselling author, recognised as the 2026 Business Speaker of the Year by the International Speakers Association.

Having generated more than $30 million in revenue across her entrepreneurial journey, Shiran brings firsthand experience in building, scaling, exiting and closing businesses. Her experience spans both for-profit and not-for-profit organisations, giving her a unique perspective on the decisions, challenges and opportunities that shape business growth.

Shiran is the creator of the C.E.O. Transformation Method® and founder of The C.E.O. Room, a community of business owners who want to grow their companies by unleashing human potential.

She is the author of two #1 Amazon bestsellers, *Unstoppable Business Growth* and *Life By Design*, and a lecturer in Scaling for Future Growth at Queensland University of Technology (QUT) Business School.

Her philosophy: **alignment is the system for unstoppable growth in business and life.** Through her signature Align. Pivot. Grow. framework and the C.E.O. Transformation Method®, she helps business owners align Customers, Employees and Owners around a shared direction, identify the right strategic pivots and turn that alignment into measurable growth.

Her approach transforms growth from a series of reactive decisions into a repeatable cycle, helping business owners build businesses that are not only successful, but unstoppable.

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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Short Bio

Shiran Faast is a business transformation speaker, two-time #1 Amazon bestselling author and the International Speakers Association's 2026 Business Speaker of the Year. Having generated more than $30 million in revenue building, scaling, exiting and closing businesses, she created the C.E.O. Transformation Method®, the framework that shows exactly where misalignment is costing a business revenue, profit and momentum, and which lever to pull first. She is the founder of The C.E.O. Room, a community of business owners who want to grow their companies by unleashing human potential.

One Liner Bio

Shiran Faast is a business transformation speaker, two-time #1 Amazon bestselling author and creator of the C.E.O. Transformation Method®, who believes alignment is the system for unstoppable growth in business and life.

Speaker Stage Intro

Option 1: Your speaker today has spent fifteen years selling snow, growing plants, scaling eCommerce, and running a sports organisation. And if that range tells you anything, it is that she has seen every way a business and the people in it can surprise you. Please welcome Shiran Faast.

Option 2: Your speaker today believes that most problems in business, and in life, are not the problems we think they are. They are misalignment wearing a disguise. She is the author of Unstoppable Business Growth and the creator of the C.E.O. Transformation Method®, the framework that finds exactly where that misalignment is hiding. Please welcome Shiran Faast.

Option 3: Your speaker today believes that most revenue, profit, and momentum problems are not strategy problems. They are alignment problems. And she built a system to prove it. Please welcome Shiran Faast.

CTA Links

FREE Business Growth Roadmap: https://www.shiranfaast.com/the-growth-gps

Download free chapters or buy the book: https://www.shiranfaast.com/book

Connect on LinkedIn or socials: @Shiran Faast

Headshots: https://drive.google.com/drive/folders/1UHuYV3aUZWol0Ew47w1g0drHyVuUBG6m?usp=drive_link

www.shiranfaast.com

Connect@shiranfaast.com

linkedin.com/in/shiran-faast

facebook.com/shiran.malullfaast

instagram.com/shiranfaast

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Signature talk · 15 minutes

THE 3 PHASES OF MISALIGNMENT

The key to identifying the three phases of misalignment.

Booked by conference organisers and organisations · For any audience · Ideal for openers, showcase stages, panel warm-ups

A story-driven, perspective-shifting talk for every person in the room, especially the ones who are already winning, because misalignment looks exactly like success. Until it doesn't.

Why your audience needs this talk

Your people are hitting targets and still reacting, putting out the same fires and feeling one step behind. Most call it a push-harder problem. It is an alignment problem, and it moves through three phases, always in the same sequence.

What your audience will walk away with

- **A new lens** to recognise The Drift, the three stages of misalignment, in business, team and life.
- **Self-diagnosis:** which stage is active right now.
- **A shift** from "I need to push harder" to "I need to realign first."
- **Clarity** on when to pivot, before a signal becomes a setback.

Desired outcome for your organisation

Teams recognise drift early and flag it before a goal is missed
Moves: goals and projects delivered on target

Better team cohesion through one shared language
Moves: team cohesion and awareness

Leaders know when it is time to have the conversation that a change is needed
Moves: decision speed, early course-correction

A 15-minute opener that sets the tone for the whole day
Moves: attendee engagement, session ratings

Testimonials

★ ★ ★ ★ ★



"Shiran's 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
Awaken Radiance, Singapore

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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Keynote 1 · 45 to 60 minutes

FROM SUCCESSFUL TO UNSTOPPABLE

Who is really controlling your business results?

Booked by chambers, business associations and summit organisers · For business owners and entrepreneurs

A perspective-shifting keynote built around Shiran's entrepreneurial story. Each chapter reveals the 3 phases of misalignment, and why Customers, Employees and Owners each control a different result.

Why your audience needs this talk

Your attendees work hard, track their numbers, and still can't work out why growth feels like pushing uphill. Until all three groups understand their role, the owner keeps carrying weight that was never theirs.

What your audience will walk away with

- **A perspective shift** on where misalignment is costing revenue, profit and momentum, and which lever to pull first.
- **A simpler lens** on growth strategy and operation.
- **How to control** profit and revenue before they become results.
- **One clear first step** before they leave the room.

Desired outcome for your organisation

Members leave with a first step they can implement in their business
Moves: member satisfaction, event feedback

Members see more value in belonging to your organisation
Moves: member retention and renewals

A story-driven keynote that holds the room
Moves: attendee engagement, session ratings

Follow-on content to build on after the event: workbooks and workshops
Moves: repeat engagement with your members

Testimonials

★ ★ ★ ★ ★



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

Dr Maria Kaya
Queensland University of Technology



"Shiran delivered major value to our members with all attendees leaving with outcomes to implement in their business."

Dean Keating
D32 Business Network

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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Keynote 2 · 45 to 60 minutes

EVERY EMPLOYEE HAS AN EXIT PLAN

Turn that reality into your biggest workforce advantage.

Booked by HR, L&D and people & culture teams · For HR leaders, middle management and senior management

Every employee already has an exit plan: a Pension Track or a Graduation Track. A keynote for HR leaders and for managers at every level, with a tool they can use in any area of the business without drastic changes.

Why your audience needs this talk

Most businesses only notice misalignment in their workforce when the resignation is already written. Turnover stops being a problem to solve and becomes a pipeline to manage.

What your audience will walk away with

- **The two tracks** every employee is on, and what each means for how you develop and plan.
- **The 3 career paths:** vertical, horizontal and specialist.
- **How to align** this with the organisation's goals.
- **A direct line to ROI** on every dollar invested in people.

Desired outcome for your organisation

Retain more of your people
Moves: voluntary turnover rate

Cut the cost of losing and replacing staff
Moves: cost per hire, turnover cost

Fill more roles from inside
Moves: internal promotion and mobility

Give every manager a tool for their next one-on-one, with no restructure
Moves: manager-led retention conversations

Testimonials

★ ★ ★ ★ ★



"Many delegates told us it was one of the highlights of the Summit and thanked us for having a speaker with such a different and thought-provoking perspective."

Samantha Stanwell
APAC Events Manager, TALiNT Partners



"Great Energy, Great Animation, Great Confidence, Great Humour, Great Respect, Love it!"

Daisy Dean
Miss Daisy & Co., Melbourne

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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Keynote 3 · 45 to 60 minutes

FROM REPLACEABLE TO IRREPLACEABLE

How to future-proof your career.

Booked by HR, L&D and organisations in change, growth or restructure · For team days and all-staff events

A keynote on mastering self leadership: how to step up, shape a career you want and your company needs, and take control of your future in the company.

Why your audience needs this talk

Most employees wait to be given a promotion or a path. When people understand the power they have, they connect more strongly to the company, and the company gets people who want to do more.

What your audience will walk away with

- **What actually makes someone irreplaceable:** being most aligned with what the organisation needs.
- **The 4 Ways** to Become Irreplaceable.
- **How to become** the person every organisation wants to keep, a win for everyone.

Desired outcome for your organisation

Employees who step up for promotions and bigger roles themselves
Moves: internal promotion, readiness

Careers that fit what the company needs, so fewer people leave to grow
Moves: internal mobility, retention

A stronger connection between employee and company
Moves: engagement

Employees who take ownership of their future instead of waiting to be told
Moves: ownership and initiative

Testimonials

★ ★ ★ ★ ★



"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. She doesn't motivate... she activates."

Jeff Mesina
Redlands, Australia



"Her speech taught me how to be invaluable in whatever profession I am in. I love it."

Marlene Danial
MD Esthetics Academy, California

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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Keynote 4 · 30 to 45 minutes · draft

BEYOND RESILIENCE

The key to leading yourself beyond resilience.

Booked by HR, wellbeing and leadership teams · For leaders and teams in change or under pressure

A keynote on catching burnout early, and on when to use resilience, when to use persistence, and where alignment fits.

Why your audience needs this talk

Resilience keeps people going. Persistence keeps them pushing. Neither tells you whether you are heading in the right direction, and that is where burnout starts.

What your audience will walk away with

- **How to spot burnout early** in yourself and your team.
- **When to use resilience,** when to use persistence, and when to realign.
- **Where alignment fits** in how you lead yourself through pressure and change.

Desired outcome for your organisation

Leaders catch burnout early, before resignation or sick leave
Moves: absenteeism, retention

Managers know when to ask for resilience, when for persistence, and when to realign
Moves: decision quality

Teams stop pushing through the wrong thing
Moves: engagement, wellbeing

Leaders spot early signs in themselves and their teams
Moves: leader capability

Testimonials

★ ★ ★ ★ ★



"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
Vitality by Eva, Spain



"She turned personal adversity into a masterclass on passion, purpose, values, and taking ownership."

Svetlana Rao
Awaken Radiance, Singapore

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

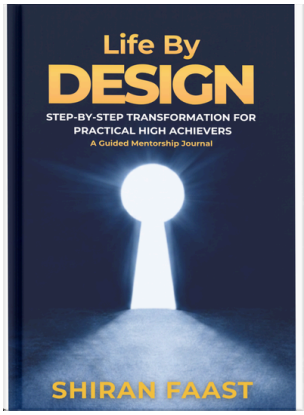
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Resources for your audience



Book · Unstoppable Business Growth · Value $29.99

The C.E.O. Transformation Method®: the system that reads the Pivot Point Signals in your customers, employees and owners, and tells you which lever to pull first.



Life by Design · Guided Mentorship Journal · Value $32.99

290 questions to help people see where they have drifted from what they want, and realign. When employees feel seen and clear on their purpose, they invest.

Workbooks · Value from $18

One implementation workbook per attendee, matched to the session topic. No fluff, just structured frameworks to execute real change.



www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

Shiran Faast
Align. Pivot. Grow

Trusted on stages and in boardrooms

Awards and recognition











Featured in

The Daily Courier · FOX · CBS 19 NEWS · NBC · abc · DAILY SUN · ticker · 10 · 9 · retailbiz · The Courier Mail · NewsXtend

Credentials at a glance

2x #1

Amazon bestselling author: *Unstoppable Business Growth* and *Life By Design*

$30M+

in revenue generated building, scaling, exiting and closing businesses

2026

Business Speaker of the Year, International Speakers Association

QUT

Lecturer in Scaling for Future Growth, QUT Business School

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Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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In the room

Keynotes, workshops and conversations



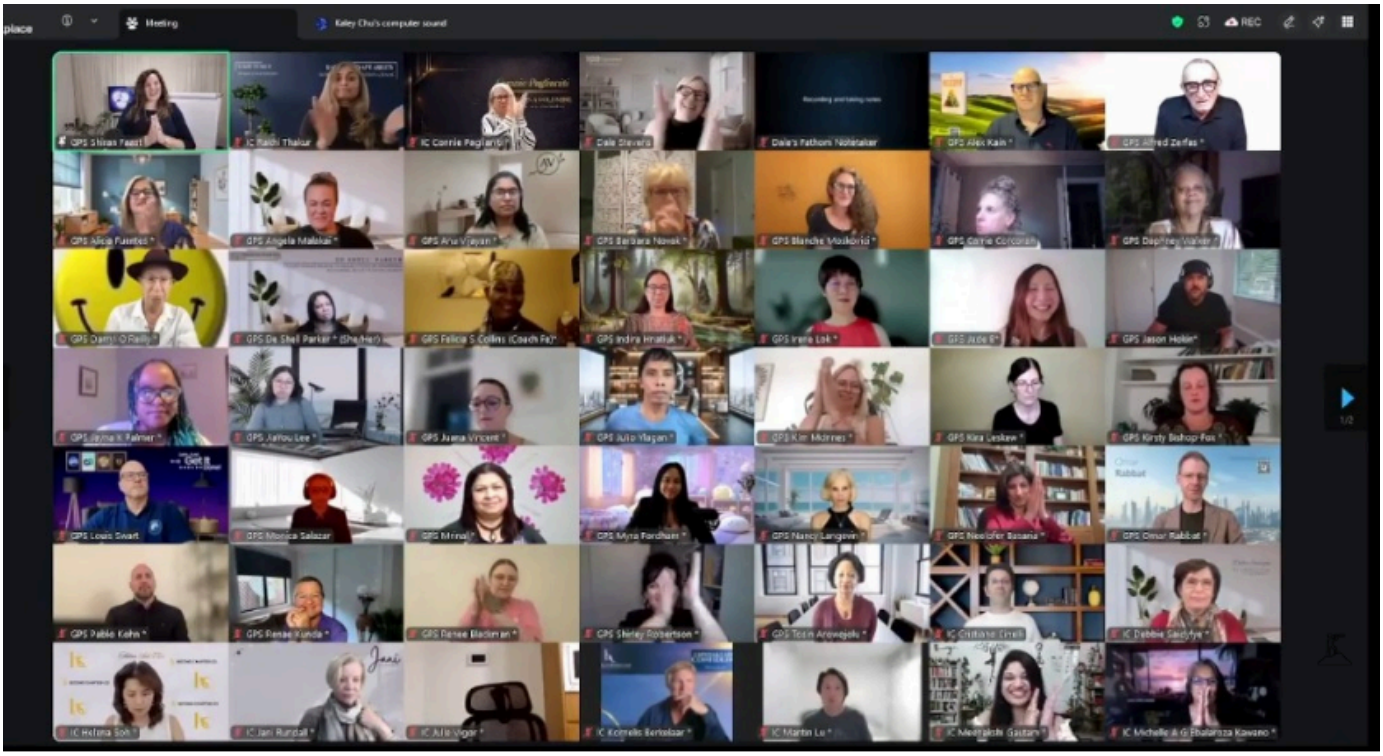


www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
instagram.com/shiranfaast

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In person or online

In person is our standard. Online is the same price.



In person

Our standard. Delivered at your venue, with travel added to your proposal at cost.

Online

Same price, same workshop, delivered by video to your team wherever they are.

www.shiranfaast.com

Connect@shiranfaast.com

linkedin.com/in/shiran-faast

facebook.com/shiran.malullfaast

instagram.com/shiranfaast

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Speaking Formats

Keynote Presentations

High-impact sessions that challenge your audience to rethink how they control their business results. Short talks run 15 minutes; full keynotes run 45 to 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, with perspectives that cut through surface-level business advice. She also has experience hosting competitions and pitch nights, so she can give feedback, answer Q&A and evaluate businesses on the spot, which adds a lot of value to an expert panel.

Podcast Guest Appearances

Contact us for podcast guest appearances. Conversations can be unscripted, or shaped by a pre-engagement discovery call.

Custom Engagements

Anything to do with Shiran's body of work, customised around your event, audience and goals.

www.shiranfaast.com
Connect@shiranfaast.com
linkedin.com/in/shiran-faast
facebook.com/shiran.malullfaast
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Speaker Logistics

Speaker Fee

Please contact Shiran to discuss speaker rates for your event.

AV / Sound / Presentation

Shiran uses PowerPoint and/or Canva on her computer, which can be connected via USB or HDMI cable. She can also bring a USB upon request.

She has her own clicker, or the venue can provide a clicker.

She will be running videos with audio and requires access to speakers and cables to be connected to her laptop for audio.

Shiran prefers a headset mic or a lav mic. Handheld mics are the last option. The venue will provide a confidence monitor as well. Shiran will conduct a sound and audio check before the speaking engagement.

Media

Please provide Shiran with the social media handles for the event. Shiran will sit down with the media for any interview required after the presentation. She will also network and interact with the audience and do any Q&A.

The event organiser agrees to provide video and/or text social endorsement for the speaker after the event.

Travel and lodging

The event organiser will cover the cost of flights, transportation and hotel accommodation for Shiran. Virgin or Qantas are the preferred choice for domestic flights (Premium Plus or seats with additional legroom). The name for the booking is Shiran Faast.

Alternatively, Shiran can add the cost of travel as a fixed fee during the discovery call.

How to book

Three steps from first question to your keynote

1 Book a discovery call

We make sure we can help each other and achieve your desired goals, so I can tailor the session to what you need.

Book your discovery call

calendly.com/connect-shiranfaast/30-minutes-with-shiran-faast

2 Receive your tailored proposal

Your keynote, workshop or panel, with the scope, the format and the fee confirmed, and the contract to sign.

3 Confirmation call

Another meeting to confirm the structure and messaging of the speech, and refine it if needed.



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linkedin.com/in/shiran-faast

facebook.com/shiran.malullfaast

instagram.com/shiranfaast

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