

AI Superpowered

AI-

An Interactive Workshop for

"Inspire to Elevate" Global Sales Leadership Program

Prepared for:

Prepared by: Susan Frew, CSP



ENTREPRENEUR • KEYNOTE SPEAKER • INNOVATOR



Take a look!

Susan Frew brings a cutting-edge perspective to AI, backed by over 3000 hours of training and hands-on experience as both a professional speaker and home services entrepreneur. Known for her direct, impactful style, Susan engages diverse audiences—from blue-collar professionals to top executives—demonstrating how to harness AI for real-world success. Her practical approach and deep expertise position her as a true "Super User of AI" and a pioneering force in making AI accessible and effective across industries.

Susan Frew, CSP

THROUGH ENGAGING AND THOUGHT-PROVOKING PRESENTATIONS, I LEVERAGE MY EXPERTISE AND EXPERIENCE TO HELP INDIVIDUALS AND ORGANIZATIONS NAVIGATE THE COMPLEXITIES OF THE MODERN WORLD, EMBRACE CHANGE, AND UNLOCK THEIR TRUE POTENTIAL.

Compete on Awesome with AI

Ready to make your event unforgettable? Susan is your audience's Tour Guide to AI.

Susan Frew is a dynamic keynote speaker who transforms the way teams think about business using the power of AI. Susan doesn't just speak—she creates a custom GPT for every conference, delivering an engaging, real-time experience that resonates with your audience. (and she is funny...like really funny)

Susan demystifies all of the AI tools, showing practical ways to boost productivity, communication, and creativity. Your audience will leave with real-world, actionable strategies for automating tasks, enhancing visual impact, and leveraging AI for smarter decision-making.

Book Susan Frew today—inspire your audience with cutting-edge AI strategies and empower them to take their business to the next level.

TESTIMONIALS



Susan Frew

Audience Feedback On Feb 6, 2025

“It made AI accessible and understandable, I like that it made it safer and easier for non-users to use and as a heavy AI user myself I still got some good ideas from the talk.”

talkadot

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A Partnership Built on Understanding

Based on our insightful conversation, this proposal is built to address your key goals:

Deliver a High-Energy, Interactive 2-Hour Session

that avoids passive lectures.

Inspire a Strategic "Get on the Bus Now" Mindset

around AI, moving beyond the "how-to".

Provide Tangible, Actionable Takeaways

through the creation of a personalized "AI Sales Playbook".

Foster Networking

by leveraging your planned round-table format for peer-to-peer learning.

Respect Workday's Tech Policies

by focusing on strategic application within your Gemini-powered environment.



Susan Frew, CSP

Audience Feedback On May 21, 2025

Northeastern Iowa Community College

Compete on Awesome with AI

“ Unmatched! I've had the opportunity to listen to a few different AI speakers in the last year and this one was relatable, packed with tools, and I'm now feeling like I'm meant for a bigger and better things! ”

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Susan Frew, CSP

Audience Feedback On Jun 10, 2025

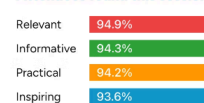
TACVD

Texas Association of Visitor and Conventions

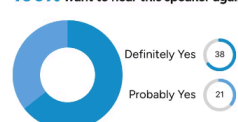
100% found this session valuable



Attendees found this session



100% want to hear this speaker again



60 responses



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ADVANCED-MASTER CLASS
AI ONSITE PLAYBOOK
SELECT 2-4 SECTIONS

Masterclass Agenda (2 Hours)

- (0-10 Mins) Welcome & The AI Landscape: Setting the stage with a high-energy overview of why this moment is critical for sales leaders.
- (10-50 Mins) Keynote | The Strategic Seller: An engaging presentation on moving from a tactical user to a strategic leader with AI. We will explore future trends, the power of human-AI collaboration, and how to use AI to build deeper, more insightful client relationships.
- (50-110 Mins) Interactive Workshop | Building Your AI Playbook:
 - Round Table Breakout 1: Opportunity Mapping: Guided exercise where tables collaborate to identify the top 3 areas in their sales process (prospecting, research, closing) where AI can have the most impact.
 - "Laptops-Open" Individual Work: Participants begin building their personal AI Playbook using a provided strategic template, focusing on a key challenge in their current pipeline.
 - Round Table Breakout 2: Best Practice Sharing: A facilitated discussion where participants share their playbook ideas and learn from the diverse, global experiences within their group.
- (110-120 Mins) Closing & Actionable Next Steps: A powerful wrap-up summarizing the key takeaways and a clear call to action for implementing their new playbooks. Includes final Q&A.

FEATURED ON



“My mission as a keynote speaker is to make a lasting impact on individuals and organizations through dynamic talks on leadership, innovation, and personal development. I aim to inspire, empower, and equip my audiences with practical strategies that they can immediately apply to their lives and work”

SUSAN FREW, CSP

KEYNOTE



About Susan Frew



As a former International VP for AT&T Wireless, Susan has led global teams and driven technology adoption at the highest levels. Her extensive experience in both corporate leadership and business coaching gives her a unique understanding of what it takes to motivate high-performing sales professionals. For the past decade, she has been a sought-after speaker, ESPN Radio Host, technology and strategy, helping organizations like you navigate the future with confidence.

I am ready to partner with you to make this event a resounding success. Let's connect to review these options and finalize the details.

Let's Get Started!

Contact:

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- <https://www.linkedin.com/in/susanfrewspeaks/>



EXTENDED BIO for Susan Frew, CSP

Susan Frew: AI Thought Leader, Entrepreneur, and Business Growth Expert
Named an AI Thought Leader by LinkedIn Asia for her viral video on AI agents, Susan Frew is a recognized authority in practical, profit-driven AI strategies. As the owner of an INC 5000 company, Susan has led her business to 535% growth, earning 43 industry awards and securing a place among the top-performing enterprises in her sector. She hosted “Coaching, Not just for Sports” On ESPN Radio Denver

Leadership and Corporate Experience

Susan's career began in New York City's fast-paced tech industry, where she developed expertise in navigating rapid innovation and digital transformation. She went on to become a General Manager for two countries within a Fortune 20 telecom company, leading international teams, managing large-scale operations, and implementing growth-focused AI and technology solutions.

AI Expertise and Innovation

A TEDx speaker, sought-after emcee, and business coach, Susan simplifies complex AI concepts, making them accessible and immediately actionable for businesses of all sizes. As a 'Super User of AI,' she applies cutting-edge technology to both her professional speaking business and her home services company, demonstrating how AI can streamline operations, reduce costs, and drive exponential growth.

Hands-On AI Application

Susan's expertise goes beyond theory—she lives AI daily. Whether through automation, predictive analytics, or AI-driven customer engagement, she transforms businesses with real-world AI solutions. Her passion for innovation has made her a trusted voice for entrepreneurs, industry leaders, and organizations looking to stay ahead in the rapidly evolving digital landscape.

Beyond AI: The Thriftinista Mindset

Known as “The Thriftinista,” Susan applies her resourceful mindset to business, showing leaders how to maximize impact without maxing out budgets. She champions creative, bold strategies that empower businesses to compete smarter, not harder.

Author and Speaker

Her book, *Compete on Awesome with AI*, is a must-read for entrepreneurs looking to future-proof their businesses and embrace the next era of digital transformation. Whether on stage, in the boardroom, or on the page, Susan energizes audiences, demystifies AI, and inspires bold action to propel businesses to unprecedented success.