DR. SHANA D. LEWIS

THE FIRE PROOF LEADER



Building Fireproof Leaders
Who Don't Burn Out—They Burn Bright

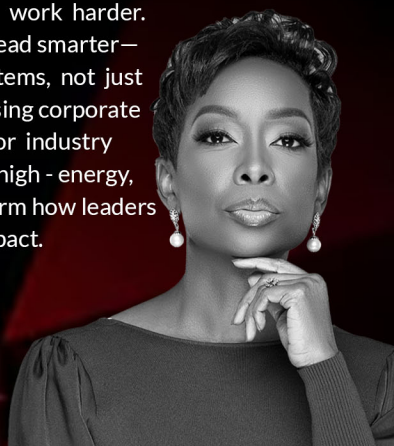


Who Is Dr. Shana?

Dr. Shana D. Lewis is a Licensed Professional Counselor, Corprate Wellness Consultant, and International Speaker who specializes in preventing leadership burnout through her proprietary Fireproof Leadership Academy. With over 20 years of experience in mental health and organizational transformation, she teaches leaders how to sustain high performance without sacrificing their well-being.

Dr. Shana's work is grounded in a simple but powerful truth: One person's wellness—or burnout—sets the tone for an entire team. Her signature Power of One™ framework, detailed in her book ONE: Own, Navigate, Elevate Yourself & Everyone Around You, equips leaders to own their value, navigate with intention, and elevate their mission while protecting their energy and effectiveness.

She's not here to tell leaders to work harder. She's here to teach them how to lead smarter—building resilience into their systems, not just their schedules. Whether addressing corporate audiences, leadership summits, or industry conferences, Dr. Shana delivers high - energy, actionable strategies that transform how leaders show up, perform, and sustain impact.



Dr. Shana has been featured on:

NBC abc CW CBS FOX FOX TV STATION

What Makes Dr. Shana Different?

She's a clinician who speaks the language of business.
Dr. Shana doesn't just understand burnout theoretically—she's worked with leaders in the trenches of high-pressure environments. She translates clinical expertise into practical, immediately applicable strategies that leaders can use the moment they leave the room. She challenges the "grind culture" narrative.
Dr. Shana disrupts the idea that burnout is a badge of honor. She reframes wellness as a leadership strategy and teaches that boundaries aren't about doing less—they're about protecting what matters most.

She delivers transformation, not just inspiration. Her talks don't end with applause—they end with action. Participants walk away with frameworks, tools, and specific next steps to shift how they lead, communicate, and sustain performance. She integrates emotional intelligence with real-world application.

Using the EQ model and her ONE framework, **Dr. Shana** helps leaders understand the emotional patterns driving their stress—and gives them the tools to interrupt those patterns and lead differently.

She's an author who practices what she teaches.



Signature Keynotes

1. Fireproof Leadership: Building Resilience Without Burning Out

Leaders today face an unprecedented challenge: constant transition without time for recovery. This keynote introduces the Fireproof Leadership System—a proven framework that helps leaders thrive under pressure by addressing the real source of burnout. Through compelling stories and actionable strategies, participants learn to build sustainable practices that protect their capacity while elevating their impact.

The Problem:

Leadership burnout isn't about working too many hours—it's about adapting to relentless change without recovery. This "transition fatigue" depletes even the most capable leaders, threatening organizational performance, team morale, and bottom-line results. Traditional wellness approaches fail because they treat symptoms rather than the root cause, leaving leaders stuck in cycles of exhaustion.

Participants will:

- Identify the difference between workload stress and transition fatigue to address the true source of leadership burnout
- Apply the Own-Navigate-Elevate framework to build sustainable leadership practices that protect capacity
- Implement boundary-setting strategies that maintain high performance without sacrificing wellbeing
- Develop personal fireproof practices that create resilience under pressure and sustain long-term effectiveness



Signature Keynotes

2. From Burned Out to Boundaries: Reclaiming Your Leadership & Your Life

The Problem:

High-achieving leaders often equate boundaries with weakness. They say yes when they mean no, overextend themselves to prove their worth, and sacrifice their well-being in the name of commitment. But without boundaries, there's no sustainability—and without sustainability, there's no real leadership.

The Solution:

Dr. Shana reframes boundaries as leadership tools, not limitations. In this powerful talk, she teaches participants how to set boundaries that protect their energy, clarify their priorities, and actually improve their influence and impact. Boundaries aren't about doing less—they're about doing what matters most with focus and intention.

What Participants Will Learn:

- Why saying yes to everything means saying no to what truly matters
- How to distinguish between boundaries (based on your values) and rules (the structure boundaries create)
- The wellness-as-strategy framework: Why protecting your energy isn't selfish—it's strategic
- How to communicate boundaries with clarity and confidence, even in difficult conversations
- Practical scripts and strategies for setting boundaries with supervisors, colleagues, and direct reports
- How to navigate guilt, pushback, and the pressure to "prove" your commitment
- The connection between boundaries and emotional intelligence: Using EQ to strengthen your ability to say no with grace

Ideal For:

Healthcare systems, high-stress industries, corporate leadership teams, executive retreats, professional development conferences, and organizations experiencing rapid change, high turnover, or declining engagement

See Dr. Shana in Action

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Topics

Dr. Shana is available to speak on a range of leadership, wellness, and organizational performance topics, including:

- Own Your Power: Leading Without Burning Out in a World That Demands Everything
- The Power of One: How Individual Wellness Shapes Team Performance
- Transition Fatigue: Why Your Team Is Exhausted (And It's Not About Workload)
- Leadership Presence Under Pressure: Using EQ to Stay Composed When It Matters Most



ASSESSMENT & COACHING SERVICES

Individual and team coaching available to support every stage of your Fireproof journey.

Emotional Intelligence (EQ) Assessment & Intervention

- EQ is the cornerstone of the Fireproof Leadership framework
- Every team member receives individualized EQ results, scores, and personalized growth insights
- Used as both a measurement tool and targeted intervention to build self-awareness, emotional regulation, and relational capacity
- Individual results are synthesized at the team level to drive collective coaching and development planning

Leadership & Team Assessments

- Validated assessments administered through one online unified platform, actionable results

Available Assessments include:

- CliftonStrengths — Talent identification
- Enneagram — Core motivations and team dynamics
- DISC — Communication styles under pressure
- 16 Types — Personality and decision-making preferences
- And More
- All results are debriefed and translated into personalized action plans

AI-Powered Microcoaching

- Powered by a partnership with a proven AI platform — AI coaching built on validated behavioral assessments
- Personalized coaching insights delivered daily inside email, Slack, and Microsoft Teams
- Every nudge is grounded in individual assessment results — specific, timely, and actionable
- Teams report a 33% increase in high-quality teamwork and 31% increase in communication

Ready to see how it works? Book a discovery call with Dr. Shana at LeadFireproof.com

Book Study & Extended Learning Options
ONE: Own, Navigate, Elevate Yourself & Everyone Around You

Take the learning deeper. Dr. Shana's book ONE provides the foundation for building fireproof leadership practices that last beyond a single event. Organizations can enhance keynote experiences with:

Facilitated Book Study: Multi-session guided discussion led by Dr. Shana (virtual or in-person)
Leadership Development Series: Integrate the book with Dr. Shana's 4-part training program that includes EQ assessments, facilitated discussions, and application exercises over 8–12 weeks

Book + Workbook :
ONE: Own, Navigate, Elevate Yourself & Everyone Around You
ONE Workbook: A Personal & Team Guide for deeper reflection and application

To learn more

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DR. SHANA'S CREDENTIALS & EXPERIENCE EDUCATION:



- Ph.D. in Counselor Education
- Master's degree in Counseling Psychology
- Bachelor's degree in Psychology
- Licensed Professional Counselor (LPC)
- National Certified Counselor (NCC)

PROFESSIONAL EXPERIENCE:

- 25+ years as a mental health expert and organizational consultant
- Founder, SDL Enterprises Education, Training, & Consulting Service, LLC
- Creator of the Fireproof Leadership Academy and Power of One™ framework
- International Speaker
- Corporate Mental Health Expert

Why Book Dr. Shana?

Your leaders are exhausted. They're managing more with less, navigating constant change, and showing up depleted. Traditional leadership development isn't addressing the root issue—and your retention, culture, and performance are paying the price.

Dr. Shana offers a different approach. She doesn't just teach leaders how to cope with burnout—she teaches them how to prevent it. Her Fireproof Leadership System gives leaders the tools to sustain high performance, build emotional intelligence, and lead with clarity and composure even in high-pressure environments.

What you get when you book Dr. Shana:

- A speaker who understands the clinical realities of burnout and the business implications
- Content that's research-backed, experience-tested, and immediately actionable
- A framework leaders can use the day after your event—not just concepts they'll forget
- Energy, authenticity, and a message that challenges leaders to rethink what's possible
- Optional book integration for sustained learning and organizational transformation
- Your audience won't just feel inspired—they'll leave equipped.



UNIVERSITY OF HOUSTON · ups · Chevron · MITRATECH · nbcc FOUNDATION · HALLIBURTON · THE UNIVERSITY OF TEXAS MD Anderson Cancer Center Making Cancer History · ESSENCE

What Others are saying about Dr. Shana

Dr. Shana doesn't just deliver a keynote—she delivers a wake-up call. Her presence is electric, her words cut through thenoise, and her wisdom leaves you changed. She blends science, story, and spirit into a message that speaks directly to both the mind and the heart. I walked away not only inspired, but with practical tools I could apply immediately to my health, leadership, and life. Dr. Shana is more than a speaker; she's a force of clarity and healing. If you're ready to ignite transformation in your organization or community, she's the one you call.

– Conference Attendee

Engaging and personable speaker that provides a crafted message full of insight and action.

– Conference Attendee

We appreciate her time, energy, enthusiasm, and expertise.

– Conference Attendee

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Let's Build Fireproof Leaders Together
Leadership doesn't have to burn you up.
Let Dr. Shana show your team how to lead with fire—not burnou