

# SUSAN A. MARSHALL

MEET THE FOUNDER, SPEAKER, AND AUTHOR  
BEHIND BACKBONE INSTITUTE

Do you have the courage it takes, at every level of your organization, to grow? Innovation, creativity and competitive advantage are hallmarks of organizational courage. When you are ready to boost yours, Susan A. Marshall can show you how.

As a sought-after public speaker, Susan has challenged and entertained audiences of all sizes across a multitude of industries in workshops and keynote addresses. Engage Susan for your next corporate event or professional development series.

## SUSAN A. MARSHALL

From the time she was a little girl inspired by JFK's leadership challenge—the famous “Ask not” speech—Susan has been a student and practitioner of leadership and personal and professional effectiveness.

Susan's corporate and consulting experience includes work with:

- Harley-Davidson
- Best Buy
- GE Healthcare
- New York City Leadership Academy
- Boys & Girls Clubs of America
- Many others

She has been welcomed as a guest lecturer at higher education institutions: several University of Wisconsin campuses, Marquette University, Alverno College, the University of Michigan Ross School of Business, and the University of Chicago Graduate School of Business.

Today, Susan spends her time as author, sought-after public speaker and Founder of Backbone Institute, LLC, whose mission is to create a stronger, more confident, future one person at a time. Through personal experience and hands-on work with executives from diverse industries at all levels, Susan has had the privilege of helping thousands of people do the difficult and exhilarating work of growth.



"NEVER GROW A WISHBONE  
WHERE A BACKBONE OUGHT TO BE"

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"WE NEEDED TO TAKE A HARD LOOK AT HOW WE  
FUNCTION AS INDIVIDUALS AND AS A TEAM.  
YOU HELPED US DO THAT IN A POSITIVE  
AND PRODUCTIVE WAY."

~JOHN

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## BACKBONE BOOTCAMPS

Designed for small groups of 8-20, our 6-week bootcamp challenges participants to engage at a deeper level and apply new learning immediately and consistently. At Backbone Institute, we believe that true transformation takes time in order to:

- Prepare yourself mentally and emotionally
- Work through difficult challenges
- Make new behaviors stick

Our 6-week action-learning format ensures that each participant truly embarks on a personal and professional transformation.

## SPEAKING ENGAGEMENTS

Whether you have 200 employees, 2,000 or 20,000, Backbone Institute offers a scalable program that can help deploy confidence across your organization – onsite or to locations worldwide. From 90 minutes to multiple days, Backbone Institute offers the perfect engagement for any audience.

Contact us today for more information on how to bring greater confidence to your organization – helping you accomplish more!

## FEATURED PRESENTATIONS

- Using Backbone to Energize Your Career and Dominate Your Industry
- How Leadership Impacts Organizational Confidence
- Leadership Skills to Shape What's Next
- How Women Develop Competence, Build Confidence and Add Value
- Developing Executive Talent

## ABOUT BACKBONE INSTITUTE

Founded by Susan, Backbone Institute is committed to restoring confidence throughout organizations, enabling them to meet and exceed business goals. The Institute offers customizable products and services to instill new competence through mastery of five fundamental skills:

- Critical Thinking
- Decisiveness
- Clarity of Communication
- Integrity of Word and Act
- Consistency

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BOOK SUSAN TODAY AND  
CREATE TRUE TRANSFORMATION IN YOUR ORGANIZATION

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