SUZANNE SMITH
SPEAKING KIT

Founder & CEO of *Social Impact Architects*, Keynote Speaker & Top-Rated Blogger

Suzanne Smith (@snstexas) has a deep belief that everyone is a changemaker. As a serial social entrepreneur, she strives to harness the powerful force of organizations – nonprofits, foundations and socially responsible businesses – and individuals, especially students and young entrepreneurs, to maximize the potential of the social sector to create real, scalable impact.

Suzanne Smith founded ***Social Impact Architects*, a registered Benefit Corporation**, in 2009 to reshape the business of social change. Combining her MBA know-how with three decades of experience as a social innovator, Suzanne serves as a consultant, advisor and thought partner to social sector leaders nationwide. She is also a sought-after public speaker at conferences nationwide, and an adjunct professor teaching social entrepreneurship, CSR (corporate social responsibility) and ethical leadership at Pepperdine, SMU, UT Austin and UT Arlington.

In this work, Suzanne has pioneered open-source frameworks to create better social solutions, including layered logic models, ecosystem mapping and social alchemy. Her thought leadership has earned her the Next Generation Social Entrepreneur Award from the Social Enterprise Alliance and the Alumni Award for Exemplary Service from Duke University's Fuqua School of Business. As the author of Social TrendSpotter (@socialtrendspot), **one of the sector's top blogs according to *The Huffington Post***, Suzanne is known for blending best practices and storytelling in a relatable way – earning praise from readers who call it "the only blog I read each week." She has been featured **in *Forbes, The Chronicle of Philanthropy, See Change, Nonprofit Business Advisor, Upstart* and *Grantmakers in Health,*** and is frequently interviewed by regional and national media on social entrepreneurship.

Suzanne has spent her career at the **forefront of game-changing social solutions**. She got her start in local government at the City of Garland and the Texas Municipal League, then helped scale evidence-based prevention and treatment programs at Phoenix House and built a national state advocacy strategy for the American Heart Association. One of her greatest achievements was **co-founding the Alliance for a Healthier Generation with the William J. Clinton Foundation**, **one of the country's first movements focused on combating childhood obesity.** She also co-founded Flywheel: Social Enterprise Hub in Cincinnati, Ohio, to help nonprofits build sustainable social enterprises.

Suzanne holds an **MBA from Duke University's Fuqua School of Business**, where she was named a CASE (Center for the Advancement of Social Entrepreneurship) Scholar. She has served on the national board of the Social Enterprise Alliance, advised many federal agencies on social entrepreneurship and system change, and was selected as a member of Peter Senge's Society of Organizational Learning.

A third-generation Texan, she is deeply invested in her home state. She is a proud member of Leadership Dallas, Leadership North Texas, Dallas Summit and the Junior League of Dallas. She was appointed to posts for the City of Dallas and currently serves on a local TIF Board. In the past, she served in leadership roles on the Dallas Commission on Homelessness, the Mayor's Task Force on Poverty and the Arts & Culture Commission. She was honored to receive the **Dallas Business Journal's 40 under 40 award and the Dallas Regional Chamber's Young ATHENA Leadership Award.**

Raised by career educators, Suzanne found her calling at an early age as both a social activist and entrepreneur. She lives in Dallas with her husband, Captain Jamie Smith, a pilot with Southwest Airlines. She is currently working on her first book to help transform the nonprofit business model and reimagine the future of social impact.

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SOCIAL IMPACT ARCHITECTS SOCIAL TRENDSPOTTER Latest Trends In The Social Sector

Keynote and Workshop Topics

Our goal is to always engage participants in dialogue about important issues, trends and challenges in the social sector.

GameChangers: Playing to Win in the New Nonprofit Era

The nonprofit sector is rewriting its playbook. Gone are the days of funding for activity—today's funders and communities demand measurable results, cross-sector collaboration and agile leadership. **In this engaging and eye-opening keynote, Suzanne uses the power of board games as a creative metaphor to explore how the rules of the social sector are changing – and what it takes to not just play, but win, in this new era.**

With humor, insight and practical takeaways, Suzanne breaks down the shifting expectations in philanthropy, governance and community impact. Attendees will walk away with a fresh perspective on how to lead their organizations through change and **what new "moves" they must make to be true gamechangers.**

Perfect for: Nonprofit executives, board members, funders, and changemakers navigating strategy, innovation and systems change.

WATCH NOW: https://www.youtube.com/watch?v=gQlvJekfR8o&t=3s

Nonprofit Megatrends: Preparing for What's Now and What's Next

The nonprofit sector is at an inflection point. In this fast-paced and insight-rich keynote, Suzanne Smith explores the seismic shifts shaping the sector today – and the forces that will define its future. **From economic disruption and emerging technologies to the generational transfer of wealth and evolving workforce expectations, this session equips nonprofit leaders with the foresight and tools to adapt and thrive.** Suzanne distills the noise into clear, actionable strategies to future-proof your mission and ignite impact – starting now.

You'll explore:

- How current economic trends are redefining fundraising and operational resilience
- How AI and digital transformation are reshaping engagement with donors and staff
- How the generational wealth transfer is influencing philanthropy and governance
- How to build a culture of belonging that attracts and retains top talent

Perfect for: Nonprofit executives, boards, funders, CSR leaders and changemakers preparing for what's next – without missing what's now.

WATCH NOW: https://socialimpactarchitects.com/webinars

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Keynote and Workshop Topics

Our outcome is that participants walk away with actionable ideas to implement in their organizations immediately.

TEDx: Everyone is a Changemaker

In this inspiring and action-oriented keynote, Suzanne challenges the myth that only a select few can change the world.

Drawing from her experience as a social entrepreneur, educator and advisor to changemakers across sectors, **Suzanne shares real-world tools and insights that empower individuals and organizations to spark meaningful impact – wherever they are.**

With clarity and warmth, she demystifies big ideas like social entrepreneurship, impact investing and nonprofit innovation, **offering a roadmap anyone can follow to become a changemaker**. Part provocation, part practical toolkit, this talk will leave audiences motivated, mobilized and equipped to lead change in their communities and beyond.

Perfect for: Nonprofit leaders, social entrepreneurs, purpose-driven organizations and anyone seeking to lead with impact.

WATCH NOW: https://youtu.be/CJOonQUXL0E

Based on best practices in learning design, we ensure that our keynotes and workshops are informative, engaging and action-packed with tools and takeaways. We cover a range of everyday and emerging topics – from strategic planning and governance to social innovation – and customize to meet the needs of the community and client.

Suzanne leads hands-on workshops on key social sector topics, including the following:

Board Governance

Business Planning
- *Feasibility Assessments*
- *Scaling/Growth Planning*

Collaboration

Corporate Social Responsibility

Leadership in the Social Sector
- *Emotional Intelligence*
- *Entrepreneurial Culture*

Impact Measurement
- *Theory of Change/Logic Models*
- *Evaluation Planning*

Influencing Policymakers

Social Enterprise

Social Entrepreneurship

Strategic Planning

Storytelling

System Change/Movements

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Rave Reviews for Suzanne

Credentials and experience are important, but it's what the audience thinks that really counts.

"Suzanne was excellent! Wonderful speaker, knowledgeable and a delight to interact with – probably the best adult learning class I have ever attended. Exceptional teacher."

"*Best keynote of the conference! I learned so much. Very professional. Very knowledgeable*."

"*This is my third session with Suzanne—she is very knowledgeable, and I enjoy her fresh perspective*."

"[Suzanne was] *so professional and personable. Covered every question; informative handouts; cutting-edge information; very thorough and informative*."

"*There are a lot of nonprofit training sessions available, but I always attend Suzanne's sessions. She is always entertaining and provides a lot of practical examples*."

"*This was a great workshop. Suzanne was able to easily reach her audience. Attendees that were not knowledgeable about business plans were able to follow her training and get a better understanding. I have no business education, and this was like a mini-MBA course!*"

To book Suzanne for your next training or conference, contact us:
214.957.0903 or speaking@socialimpactarchitects.com

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Past Clients

Suzanne has presented for numerous organizations and at various national and regional conferences in more than 42 states.

Education, Health, Human Service and Youth Nonprofit Organizations

- Association of Maternal & Child Health Programs
- Boys and Girls Club
- Catholic Charities
- Chronic Disease Directors
- Hispanic Dental Association
- Lutheran Service Association
- Meals on Wheels
- National Juvenile Justice Network
- Texas Health Resources

Social Enterprise and Government Nonprofit Organizations

- U.S. Conference of Mayors
- Federal Reserve
- NATLE Government Affairs Conference
- Social Enterprise World Forum
- Social Enterprise Alliance
- Social Venture Partners International

Universities

- Columbia University
- Duke University
- Miami University
- MSU Texas
- Southern Methodist University
- Texas A&M University
- University of North Texas
- University of Texas at Arlington
- University of Texas at Austin
- University of Texas at Dallas

Nonprofit Sector

- Arlington Tomorrow Foundation
- Association of Fundraising Professionals
- Board Source Leadership Forum
- Centers for Nonprofit Management
- CEO Roundtable Series for Associations & Nonprofits
- Community Foundations
- Communities Joined in Action
- Foellinger Foundation
- Nonprofit Alliance of Bermuda
- Social Impact Exchange

Community Organizations

- AIA
- Bar Associations
- Chambers of Commerce
- Executive Women International
- Junior Leagues
- Law Firms
- Rotary International
- University Clubs

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Scheduling Your Training or Conference

We work with clients in the United States and Canada to design training and education sessions customized to your needs. We work with audiences ranging from 30 to 650 people.

Customized Training Solutions

Each topic can be structured for a high-energy, content-rich keynote or a meaningful half-day or full-day workshop and can be customized to meet your organization's specific needs. They also can be done via webinar. Our goal is to always engage participants in a dialogue about important issues, trends and challenges impacting the sector. Participants will also walk away with actionable ideas and materials to build a stronger social sector.

What You Can Expect From Us

- Detailed speakers packet with everything you need, including bios, pictures and customizable options
- Prompt replies to emails and calls
- Discussion of your needs and preferences prior to event, so we can better understand how to best serve your audience
- Social media announcements about your event to drive attendance and engagement
- Dynamic, customized presentation focused on your needs
- Custom resource follow-up, including links and slides
- Follow-up email to gauge impact

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ABOUT SOCIAL TRENDSPOTTER

Latest Trends In The Social Sector

Social TrendSpotter was named one of the **top social sector blogs** by Huffington Post

Current Social Sector Ideas & Trends

from Social Trendspotter

4 ELEMENTS OF ENTREPRENEURIAL CULTURE

Can nonprofits be more entrepreneurial? In this blog, we share four elements that nonprofits can infuse into their culture to be a stronger, more innovative organization.

READ MORE >

ARE IQ, EQ AND SQ THE SECRET TO GREAT SOCIAL SECTOR LEADERS?

The best leaders have an integrated approach to personal mastery – in this blog, we share new thinking on 3Q – IQ, EQ and the newest one – SQ – and how it applies to the social sector.

READ MORE >

CORPORATE SOCIAL RESPONSIBILITY IS GETTING AN UPGRADE – FOR GOOD

Businesses are awakening to the value of "doing good." In this blog, we share this new paradigm and how we all can partner together so people and planet can co-exist with profits.

READ MORE >

Our weekly blog, Social TrendSpotter, delivers the latest trends and ideas shaping the social sector. **Blending current insights with forward-thinking innovation, it's designed to inspire, motivate and spark action so we can create a better sector.** Social TrendSpotter features original analysis and highlights sector-wide perspectives, creating a user-friendly resource where social sector professionals and students can draw inspiration, share ideas and explore best practices.

Here is a taste of our most-read blogs:

- Q&A on Successful Nonprofit Collaboration
- Fail Early, Fail Cheaply – Feasibility Assessments
- Giving USA: The Comeback & the Call to Action
- Lean Startup for the Social Sector
- Nonprofit Lifecycle
- Seven Habits of Highly Effective Board Members

Sign up for our weekly blog:

socialimpactarchitects.com/blog

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SOCIAL IMPACT ARCHITECTS

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ABOUT SOCIAL IMPACT ARCHITECTS

GROW | IMPACT | LEAD | COLLABORATE | COMMUNICATE

The best architects do more than construct buildings – they create experiences that provoke thinking and enhance human interactions. The same holds true for building a better world.

At Social Impact Architects, we are a bridge between multiple disciplines, with the goal of accelerating the speed of social change. Social Impact Architects is a social change agency that partners with changemakers through consulting and learning experiences to design creative and transformative solutions to our most pressing social issues.

Our clients include nonprofits, NGOs, foundations and social entrepreneurs. **We bring them MBA-level expertise and national perspective, combined with ground-level, local-market know-how, so together we can create a better world.**

BEST for THE WORLD

Social Impact Architects became a Certified B Corporation in 2014 and were honored to be recognized as "Best for the World" by B Lab for many years until the award was discontinued.

Companies receiving this honor set the gold standard for high impact and offer a positive vision of a better way to do business.

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