



# DANA BANKS

*EXPERT IN MAXIMIZING  
PERSONAL POTENTIAL*



dana.potthoff



coachingbydana

# MEET DANA

DYNAMIC SPEAKER AND PARTNER

Traveling from: Brooklyn, NYC



Dana is a sales powerhouse who consistently leads with integrity, smashing company records and inspiring people along the way. Through this experience, she has become a knowledgeable leader in the realm of personal potential, notably living out the life she designed on her vision board years ago. Dana has worked with executives and team members at hundreds of organizations, providing them with tools to maximize their potential and increase productivity.

She has a specific passion for working with women and helping them break through belief barriers, shatter self-doubt, and overcome obstacles to fulfill lives of purpose and impact. Dana's keynotes share time-proven principles intermixed with motivating anecdotes that will stir and guide your audience to become the best they can be through self-reflection and initiative to take action.



## SPEAKER, PARTNER, AND TRAINER

Dana Banks is a highly regarded speaker, trainer, and sales and leadership coach at Southwestern Consulting. With over 15 years of expertise in sales, she has partnered with numerous organizations to enhance productivity and unlock their full potential.

Since joining Southwestern Consulting in 2014, Dana has set a record for the highest number of clients engaged in a year by any coach and swiftly ascended to a partnership role.

“

*Believe. Decide. Commit. gave me perspective and the initiative to inspect my own beliefs... I am reprogramming now, so I can then turn it into action, which will relieve my fear and inaction. I enjoyed the quote, "People say motivation doesn't last... neither does bathing, that's why we recommend it daily.*

*-Caleb D.*



Learn more at [DanaBanksSWC.com](http://DanaBanksSWC.com)



# DYNAMIC SPEAKER

ON OWNERSHIP

More than just a speaker, Dana's programs focus on teamwork and cultivating resilience to overcome obstacles and achieve lasting success.



## Inspirational

Dana's journey from collegiate athlete to sales powerhouse and leadership coach is marked by her ability to inspire others



## Visionary

Dana's success in realizing the life she envisioned on her vision board, coupled with her innovative approach to coaching and training, highlights her visionary mindset.



## Empowering

Dana is passionate about empowering others, particularly women, to overcome obstacles, break through belief barriers, and live purposeful and impactful lives

## KEYNOTE PROGRAMS

### OWN YOUR SEAT

In today's fast-paced and sometimes cut-throat working environment, many companies claim to have a culture of teamwork, but bubbling just below the surface is an environment in which employees are often more likely to step on one another to get to the top than to lead others to success with them. Own Your Seat argues that to go far, to go fast, and to win, every individual on the team has to take ownership over their own successes, failures, and growth.

### BELIEVE. DECIDE. COMMIT

You've probably heard the saying, "Today is the first day of the rest of your life." While we've all heard that so much, it's become a cultural cliché, the question Dana poses is, "What if today truly could be the catalyst for positive change in your life?" Today's working environment is more stressful than ever before. In this empowering keynote, Dana provides solutions to some of the unique challenges and pressures the modern workforce faces as we aim to live lives of balance.

A woman with long brown hair, wearing a grey blazer with black polka dots over a coral top, is standing on a stage. She is smiling and looking towards the right. Her hands are slightly raised as if she is speaking or gesturing. The background is dark with vertical lines, possibly a curtain or a wall.

# OWN YOUR SEAT

## KEYNOTE DESCRIPTION

### ABOUT OWN YOUR SEAT

An old African proverb says, “If you want to go fast, go alone; If you want to go far, go together.” In today’s fast paced and sometimes cut-throat working environment, many companies claim to have a culture of teamwork, but bubbling just below the surface of corporate kumbaya off-sites and motivational memos is an environment in which employees are often more likely to step on one another to get to the top than to lead others to success with them.

Even when partnership and collaboration are encouraged, traditional trainings on teamwork tend to focus their message on reliance on others to pull their weight. The result is often stifled growth, slow starts, mediocre results, and high turnover. Own Your Seat argues that to go far, to go fast, and to win, every individual on the team has to take ownership over their own successes, failures, and growth, and lead rather than lean.

In this thought-provoking keynote, Dana reflects on her experience as a Division 1 college athlete as she shares the lessons she learned as part of a winning team at one of the most storied athletic programs in NCAA history. Dana contends that when each individual team member takes ownership over their own place and performance and when each person decides to take accountability for their own place on the team, that team can’t help but win.

Dana will unpack the secrets that lead to exponential growth and she’ll challenge audience members to transform their mindsets: Going from, “I rely on them” to, “They can rely on me;” from a place of dependence to dependability.

---



# BELIEVE. DECIDE. COMMIT.

KEYNOTE DESCRIPTION

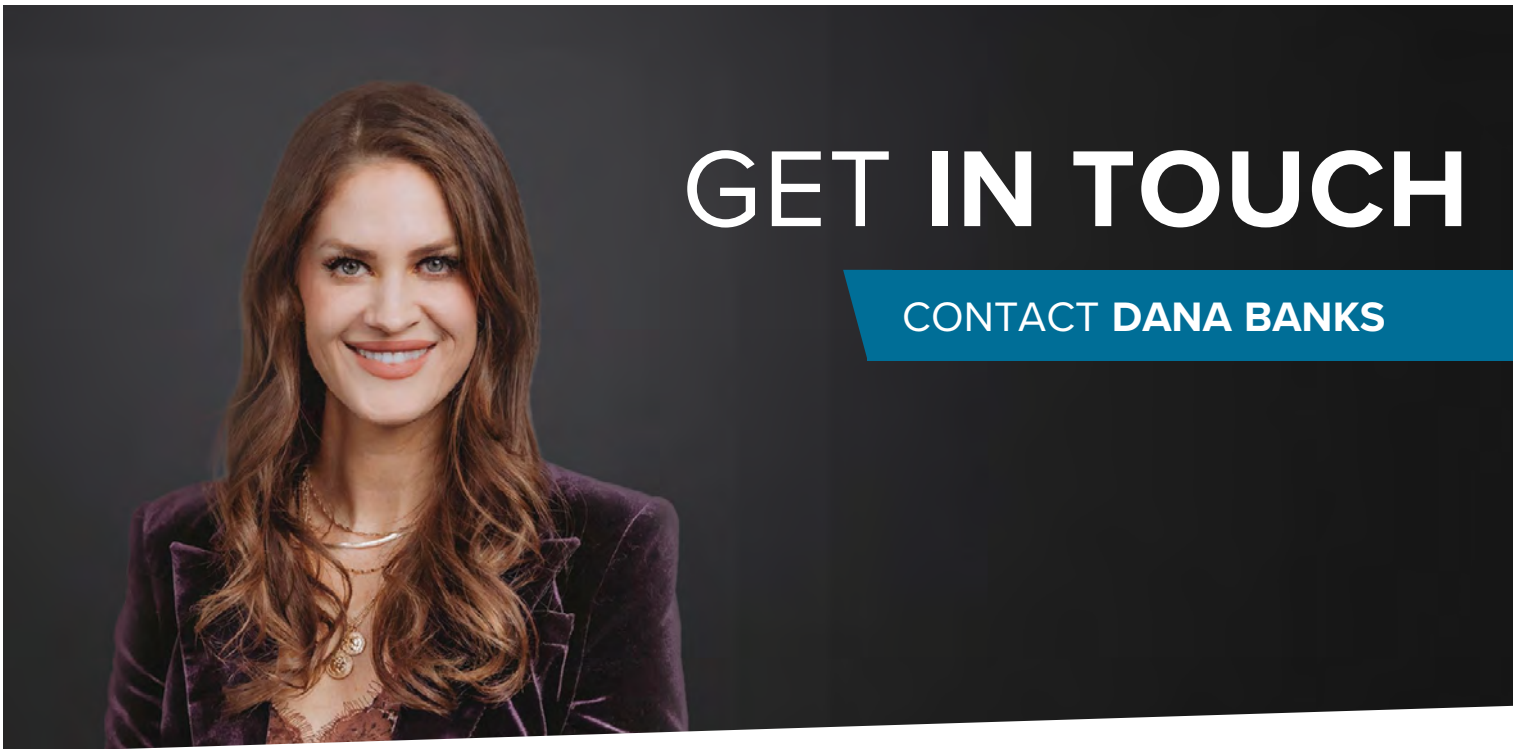
## ABOUT BELIEVE. DECIDE. COMMIT

You've probably heard the saying, "Today is the first day of the rest of your life." While we've all heard that so much, it's become a cultural cliché, the question Dana poses is, "What if today truly could be the catalyst for positive change in your life?"

Today's working environment is more stressful than ever before. Between balancing budgets and making lunches, leading meetings at work and finding time to take care of ourselves, the questions on many people's hearts and minds linger: "Am I doing enough? Am I giving enough? Am I earning enough? Am I enough?" And is it even possible to "do it all" without some of these spinning plates crashing to the floor?"

In this inspirational keynote, Dana draws from her experience interacting with thousands of incredible men and women, coupled with several years as a top producing, sought after sales and leadership coach. She will provide solutions to some of the unique challenges and pressures this generation's workforce faces as we try to achieve lives of balance. Dana will guide you along a path to making this the best season of your life.

---



# GET IN TOUCH

CONTACT DANA BANKS

If you're interested in booking Dana for your upcoming event, reach out to our team of dedicated speaker agents at [info@southwesternspeakers.com](mailto:info@southwesternspeakers.com) to check her availability.

**Contact Southwestern Speakers:**

[info@southwesternspeakers.com](mailto:info@southwesternspeakers.com)

**You can also keep up with Dana on the following channels:**



**Dana Banks:** [@dana.potthoff](https://www.instagram.com/dana.potthoff)



**Dana Banks:** [DanaBanksSWC.com](http://DanaBanksSWC.com)



**Dana Banks:** [@coachingbydana](https://www.facebook.com/coachingbydana)

[SouthwesternSpeakers.com](http://SouthwesternSpeakers.com)