

# DENA Patton

Coaching & Training

UNLEASH **GREATNESS.**  
UNLOCK **PURPOSE.**  
UNCHAIN **PROFITS.**

Leadership, Mindset & Performance Speaker  
Bestselling Author | Business Coach



Dena Patton is a keynote and breakout speaker specializing in leadership, mindset, and performance. A **#1 Amazon Best-Selling Author** and award-winning entrepreneur with more than 20 years of coaching experience, Dena helps organizations strengthen **resilience, clarity, and execution** through high-impact, results-driven keynotes and trainings. Known for blending practical frameworks with compelling storytelling, Dena delivers customized keynotes, trainings, and **breakout sessions**—designed to create lasting change, not just momentary inspiration. Inquire with us so we can customize a fabulous speech or program for your group.



PHOENIX  
MAGAZINE

CNN

SONORAN  
LIVING

Entrepreneur  
MAGAZINE

RAISING ARIZONA KIDS  
real families | real stories | real life

NBC

First

SHE KNOWS TV

Business Journal

## Award-Winning Speaker | Best Selling Author | Business Coach

### Mindset titles:

- 1. Playing the Greatness Game**  
How to Build Mental Toughness, Confidence, and a Mindset That Wins
- 2. Permission to Be Powerful**  
How to Transform Your Entrepreneur Mindset into a CEO Mindset
- 3. From Burnout to Breakthrough**  
Identifying and Eliminating the Invisible Enemies Draining Your Brilliance
- 4. From Smallness to Greatness**  
The Identity Shift That Changes How You Lead, Decide, and Show Up

### Leadership titles:

- 1. From Good to Great Leadership**  
How Purpose, Clarity, and Courage Create Teams That Actually Perform
- 2. Leading Through Change Without Burning Out**  
How Resilient Leaders Stay Steady, Decisive, and Effective in Uncertain Times
- 3. Greatness Is a Leadership Choice**  
How Great Leaders Build Ownership, Engagement, and Accountability
- 4. Communication That Breaks Barriers & Builds Cultures**  
The 4 Leadership Shifts That Transform Teams and Culture

### Small Business & Sales titles:

- 1. From Entrepreneur Mindset to CEO Mindset** | The Mindset Shift Required to Scale to New Levels With New Results
- 2. Taking Your Business From Good to Great** | How Alignment Between Leadership, Systems, and Sales Drives Growth
- 3. Preparing to Break Records in Sales** | The 3 Leaks Costing You Revenue Right Now
- 4. Women, Money, and Greatness** | Breaking Mindset Barriers So You Can Play Bigger

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*“...inspirational  
breakout sessions!”*  
IWIRC National Conference  
-Scottsdale, AZ

*She commands a  
room and is equally  
transformational  
and inspirational.*  
-Know National Summit

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