

THRIVE ON PURPOSE

Close the Brain Gap & Reach Sustainable Success

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SHRM[®]
Leading People
Leading Organizations



Jackie Ruka

Business Motivational Speaker and Leadership Keynote

Master focus. And get exactly what you want by **Closing the Brain Gap™**

WHY ORGANIZATIONS BOOK JACKIE RUKA

Today's organizations and leaders don't need more motivation — they need behavior change that actually sticks.

Jackie Ruka is a Business Motivational Speaker with over 20 years of experience as a psychotherapist and business marketing advisor to Fortune 500 companies. This rare combination allows Jackie to bridge human behavior, neuroscience, and business performance in a way most speakers simply can't.

Signature Keynote: The Happiness ROI

Closing the Brain Gap™ to Drive Sustainable Success

Perfect for:

Corporate events • Conferences • Leadership retreats • Universities •
Women's & professional organizations

Format:

45–60 min keynote | 30–45 min breakout | In-person or virtual

What is the Brain Gap™

We've been taught to chase success first — and hope happiness shows up later.

That model is broken.

In *The Happiness ROI*, Jackie challenges this outdated belief and shows how happiness, alignment, and purpose are the hidden multipliers behind high performance, resilience, and fulfillment.

This keynote reframes success in a way that feels both liberating and achievable — helping audiences thrive personally while performing at their highest level professionally. Not only do you understand the brain gap - when you *know* what to do but your brain reacts differently. You will also learn how to close the brain gap to manifest your success to a life and business that better fits you, as well as learn the answer to your personal power.

In this keynote, Jackie Ruka educates leaders and teams:

- Why insight alone doesn't create change
- How the brain sabotages performance under pressure
- How to close The Brain Gap™ using practical, neuroscience-informed strategies

The result: greater clarity, resilience, wellbeing, and execution.

Audience Outcomes

After this keynote, participants will:

- Gain clarity around what truly matters — and what's draining them
- Learn a simple, repeatable framework for aligning purpose and performance
- Replace external pressure with intentional decision-making
- Increase engagement, resilience, and motivation
- Walk away with tools they can apply immediately — not someday
- Brain-based leadership strategies they can apply immediately
- Reduced burnout, looping and mental overload
- Increased engagement, motivation, and alignment
- A clear framework that supports wellbeing and business results

Why This Talk Is Different

- 20 years as a trained psychotherapist and Certified Leadership Success Coach
- Consultant and business marketing advisor of Six Figure to Fortune 500 companies
- Best-selling author in wellbeing and performance
- Neuroscience-informed, not theory-heavy
- Practical, professional, and executive-ready

This is motivation with credibility.

Testimonial: "Jackie has deep business savvy from her 15+ years in Fortune 500 companies, working in challenging and highly competitive environments. Plus she understands the emotional and spiritual side of ourselves that we need to bring to our work to be at our best. This combination of business savvy and knowing the inner game is just what I've needed to not only be great at what I do but also make great money. Thank you Jackie, for your insights and mentoring. I come away from our meetings inspired and knowing I can do what I've set out to do. After our last meeting, I walked away, a little bit awed and thinking, "This woman is brilliant!" I'm looking forward to more collaboration with you in the future."

David Ny- President NY Consulting/Sales Coach, Big Speak, Santa Barbara, CA."

BOOK JACKIE:

Email: jackie@jackieruka.com

Website: www.jackieruka.com

LinkedIn: [Jackie Ruka Speaker](https://www.linkedin.com/in/jackieruka/)

Text: 843-608-8595