



Get It Right *Today* Not Tomorrow

*Do you work and live in Survival Mode –
doing just enough to get by, get through and get done?*

Do you operate under the assumption that there will always be an automatic tomorrow?

Does life feel frustrating, exhausting and disappointing or energizing, joyful and fulfilling?

Mercedes Ramirez Johnson knows from hard-earned experience that everything can be taken away in an instant. Her picture-perfect life was shattered on her 21st birthday when she was in what experts have described as an “unsurvivable” airplane crash that killed her parents and 158 others. After 18 harrowing hours stranded on a mountainside, doctors gave her only a 20 to 30 percent chance of survival. Against the odds she did survive, and during her recovery, Mercedes vowed that she would make her second chance at life count. That commitment is reflected in her mission: to stir intentionality in everyone she meets. Today, Mercedes uses her personal tragedy as a **catalyst for choice, change and renewal** and as reminder that every day brings the gift of a second chance.

What makes Mercedes such a sought after speaker?

Her message is like no other. Beginning with a mesmerizing multimedia introduction, Mercedes holds audiences’ attention as she carries them through the final seconds of Flight 965, the long cold hours awaiting rescue and the moment she learned of her parents’ death from reporters on live television. But Mercedes’ message is much more than just another moving account of physical struggles, heartbreak and triumph. Her uplifting, often humorous story proves that each of us has the power to alter the course of our lives through the intentional choices we make. Weaving workable solutions throughout an emotionally compelling story, Mercedes touches people’s hearts and minds. More than 100,000 people who’ve heard her transformational message will tell you that Mercedes changed not only their perspectives, their attitudes and their choices, but also their careers and their lives.

The breadth and depth of her experience. With a decade in high-level sales in the medical industry, Mercedes understands the challenges and opportunities professionals face. A record-breaking, multimillion-dollar producer, she became the youngest female account executive at Cerner

Corporation. Her extensive media experience includes appearances on ABC’s *PrimeTime*, The BBC, Discovery Health Channel, National Geographic Channel and *The Montel Williams Show*. In addition, *People en Español* magazine has recognized her as one of this country’s top Hispanic up-and-comers.

Her style. Audiences describe Mercedes as the most genuine speaker they’ve ever encountered. Her personal, conversational style allows her to cross professional, generational and gender gaps, and easily relate to and connect with people. Mercedes’ courage, strength and poise give her the ability to handle diverse audiences, from small groups of hard-nosed safety experts to stadiums filled with 15,000 teens, youth counselors and clergy. As an articulate, bilingual descendant of Latino immigrants, she has both the capability and the credibility to share her message with both English- and Spanish-speaking audiences.

Words cannot describe how much your speech touched my heart. I’ve seen many speakers in my lifetime, but I’ve never been as moved as I was last night. It would be fair to say that Zig Ziglar and Tony Robbins have some competition.

– Ernesto Padron, University of Florida

Mercedes' message sticks. Participants say Mercedes leaves an indelible mark that remains with them long after the event is over. Her proprietary Second Chance Living™ concept gives participants a blueprint for change along with specific tools they can use immediately in their professional and personal endeavors. Mercedes' most popular topics (tailored to each client's specific values, needs and objectives) include:

◆ **Get It Right Today, Not Tomorrow**

Do your employees and leaders too often operate in Survival Mode, putting out fires and putting off until tomorrow what should be done today? This program powerfully dispels the notion that there will always be a tomorrow in which we can finish today's unfinished business and moves individuals to work and live with intentionality. Participants will leave fully engaged and ready to confront difficult situations, tackle complex issues, serve customers with respect and urgency, and perform their jobs with renewed passion.

◆ **Safety: Don't Count on Second Chances**

Can too much experience be a bad thing? Absolutely... if it leads to complacency. The highly experienced pilots of Flight 965 were lulled into a false sense of security that led to the deaths of 160 people. Mercedes' one-of-a-kind safety presentation uses the factual account of the crash of Flight 965 as an anchor to drive home the dangers of complacency and the importance of situational awareness. Participants will clearly understand the difference between knowing about safety and putting safety into action.

◆ **Second Chance Living**

"What will you do with your second chance today?" is the question Mercedes poses to general audiences in this transformational program. Her gripping story moves participants to put their lives in perspective and carefully consider how the choices they make profoundly affect their future. Participants will walk away with increased confidence, knowing that no matter what challenges they may face, they have the fortitude and ability to take ownership of their lives and find the fulfillment they desire.

Mercedes' message gave me new insights and showed me ways to overcome obstacles in my career and personal life. It even motivated me to get out in the field and make some sales!

– Sheila Shadfar, Concentra, Inc.

Select client list:

- ◆ American Association of Critical Care Nurses
- ◆ Association of Legal Administrators
- ◆ Boston College
- ◆ Concentra, Inc.
- ◆ Environmental Protection Agency
- ◆ General Electric
- ◆ Gulfstream Aerospace
- ◆ Inroads, Inc.
- ◆ Kendall Financial
- ◆ LULAC
- ◆ Meeting Planners International
- ◆ National Association of Insurance & Financial Advisors
- ◆ National Catholic Youth Conference
- ◆ National Latina Business Women's Association
- ◆ Parsons Corporation
- ◆ Phi Mu
- ◆ PricewaterhouseCoopers
- ◆ Saint Luke's Hospital Foundation
- ◆ Suncor Energy
- ◆ University of Florida
- ◆ Verizon
- ◆ Women in Executive Leadership

On a scale of 1 to 5, I'd give her a 10!

– Sital Amin, General Electric

Mercedes' presentation added a very thought-provoking element to our leadership development program. Based on feedback from our participants, we've invited her to be one of our standing keynote speakers.

– Tracy Madison, City of Dallas

To book Mercedes Ramirez Johnson for your next conference or in-house event, contact us at:
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