DANIELLE SPROULS, ESQ.

THE WTF LADY · KEYNOTE SPEAKER · LEADERSHIP STRATEGIST · AUTHOR

connect@unscriptedpivots.com
unscriptedpivots.com

THE SPEAKER

The moment doesn't define you. The pivot does.



Danielle Sprouls, **The WTF Lady**, helps leaders turn the moments that knock them sideways into their next smart decision.

ATTORNEY › MOM OF FOUR › COMMERCIAL REAL ESTATE VP › FIRED › FOUNDER

$20B+	3	2	2x
COMMERCIAL REAL ESTATE transactions closed	CAREER PIVOTS law, real estate, founder	BOOKS WTF: Women That Flourish® The P.I.V.O.T. Advantage™	WOMAN OF INFLUENCE Real Estate New York



ON STAGE

ICSC MONTEREY / THE P.I.V.O.T. ADVANTAGE

THREE SIGNATURE KEYNOTES

Distinct conversations. Practical takeaways.

01 / LEADERSHIP

The P.I.V.O.T. Advantage™

Decide with greater clarity.

NEW BOOK · DECEMBER 2026

When the plan changes, the next decision matters. Danielle teaches her five-step process: Pause, Identify, Vet, Outreach and Test. Audiences learn to challenge assumptions, weigh options and act with greater confidence.

BEST FOR

Leadership summits, executive teams and change initiatives.

02 / PERSPECTIVE

WTF: Redefining the Language

WTF doesn't mean one thing. That's the point.

The WTF Lady is on a mission to redefine three familiar letters: Wisdom Through Failure. Win Trust First. Wake That Flame. With candid stories, humor and audience participation, she helps people reclaim their response to a curveball and find where to focus next.

BEST FOR

Professional associations, all-hands and women's networks.

03 / SALES

They Buy *YOU* First

Visibility. Trust. New business.

Drawing on decades of relationship-driven sales, Danielle shows how to stand out before the pitch. Build professional visibility, network with intention and turn trusted connections into referrals, introductions and new business.

BEST FOR

Sales kickoffs, business-development teams and conferences.

"It felt more like being part of a TED Talk than simply listening to a speaker."

ROB REMINGTON
ICSC MONTEREY

connect@unscriptedpivots.com
unscriptedpivots.com

FOR THE EVENT ORGANIZER

A speaker who knows the room.

Relevant experience, memorable stories and practical tools your audience can use long after the applause.

MEET DANIELLE

Danielle started her career as an attorney, then spent nine years at home raising four kids. She came back as a sales leader in commercial title insurance, rose to VP and closed more than $20B in commercial real estate transactions. Then she was fired. She calls it the shove she needed. Today she's the founder of Unscripted Pivots, an executive coach, host of the Unscripted Pivots podcast and author of **WTF: Women That Flourish®** and **The P.I.V.O.T. Advantage™**. She brings every one of those pivots to the stage, with the humor and honesty of someone who's lived them.

IDEAL AUDIENCES

Executive and leadership teams · Sales and business-development professionals · Commercial real estate, law, finance and insurance · Professional associations · Women's leadership groups

SELECTED STAGES

ICSC Monterey · NAWIC Los Angeles · CREW San Francisco, San Diego and Orange County · IREM San Diego · ULI · WPO · CBRE Women's Network · Independent Insurance Agents & Brokers of Orange County

FORMATS

Keynotes (45–60 minutes) · Interactive breakouts · Workshops · Leadership retreats and company offsites · In-person or virtual

PRACTICAL DETAILS

Based in Newport Beach, California · Available nationwide · Engagements tailored to event goals and audience needs · Fees provided upon inquiry

CREDENTIALS & LEADERSHIP

Attorney, admitted to the New Jersey Bar in 1990 · 25 years in commercial title insurance · Two-time Real Estate New York Woman of Influence · Founder, Unscripted Pivots · CREW OC Mentorship Chair

HOST, UNSCRIPTED PIVOTS PODCAST — APPLE PODCASTS · SPOTIFY

WHAT EVENT ORGANIZERS SAY

"To say Danielle exceeded expectations would be an understatement... She helped make the event one of our most impactful to date."

SAORI YAMASHITA
PROGRAMS CO-CHAIR · CREW SAN FRANCISCO

"She brought a level of sophistication and expertise that elevated the entire tone of our event, leaving our members feeling empowered and motivated."

SHIDEH RAD
EVENT ORGANIZER · IIAB ORANGE COUNTY

"A true powerhouse speaker! Her raw honesty and infectious charisma continue to inspire women (and men) across all industries."

HALIE BERGERON
WOMEN'S NETWORK ORGANIZER · CBRE

LET'S GIVE YOUR AUDIENCE A NEXT MOVE

Inquire About Speaking

connect@unscriptedpivots.com
646-379-1044
unscriptedpivots.com