

ROCK STAR SUCCESS SPEAKER DAYNA STEELE

Classic business advice, like classic rock, is always a hit!

Travels from Houston, Texas

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ROCK STAR SUCCESS SPEAKER DAYNA STEELE will educate, motivate, and rock your audience with the Rock Star Principles of Success. Improved customer service, sales growth, focused leadership, strong teamwork, innovating for the future, recognizing trends – all learned from the world’s greatest rock stars. With her true stories and photos, this rock radio Hall of Famer and creator of Your Daily Success Tip takes the audience on a wild, fun and thought-provoking rock journey from backstage all the way to the top of the charts. Dayna’s audiences are on their feet cheering and walk away from your event ready to rock your business!

PRESENTATIONS:

- **Find Your Inner Rock Star**
Educate, motivate and rock your audience with *The Rock Star Principles of Success*. Improved customer service, sales growth, focused leadership, strong teamwork, innovating for the future – Dayna takes the audience on a rock journey from backstage to the top of the charts and how to apply these success lessons (and fun true stories) to your own individual or company success and industry trends.
- **The Rock Interview**
Dayna has interviewed the world's greatest rock stars for years. Now, she interviews your company leaders or top customers live on stage with this lively and informative presentation
- **The Rock Talk**
Learn from the rock stars who are still on stage, selling out, keeping the customers (fans) happy and the band together. Choose from Melissa Etheridge, Gary Pihl (Boston), Earl Slick (David Bowie), Brad Gillis (Night Ranger), Tom Petersson (Cheap Trick), Kevin Cronin (REO Speedwagon), others based on availability.
- **Grab A Seat at The Table**
Dayna takes her unique perspective working in the traditional all male rock world, creating a NASA e-commerce operation from the ground up. and running for Congress in Texas to help your team overcome fear and ask for more.
- **What's a Rolodex?**
Learning to leverage a lifetime of contacts for sales, customers, and more. How to mine a wealth of information you didn't even know you have.

QUOTE FROM DAYNA:

The more you do to help someone else be successful, the more successful you become.

DAYNA'S SHORT BIO:

Rock Star Success Speaker Dayna Steele was a top rock radio personality and is in the Texas Radio Hall of Fame, she created the first online NASA store, became an aerospace executive, and has written many books on success including *Rock to the Top*. Dayna has been speaking to audiences for years about the principles of success she learned first-hand from the world's greatest rock stars. Dayna also created and writes Your Daily Success Tip, business and life success tips enjoyed by thousands of people and companies every weekday.

DAYNA'S LONG BIO:

Daily Success CEO Dayna Steele is an internationally known motivational success speaker whose true rock and roll stories inspire audiences everywhere. A top-rated keynote speaker on effective leadership, productive teamwork, customer service, employee engagement, and innovating for the future, Steele inspires and creates success strategies for each audience. Dayna also created and writes Your Daily Success Tip, business and life success tips enjoyed by thousands of people and companies every weekday. She is the creator of the *101 Ways to Rock Your World* book series, a rock radio Hall of Famer, and a successful entrepreneur as well as a very amateur golfer.

Throughout her career, Dayna garnered national accolades. She was named one of the "100 Most Important Radio Talk Show Hosts" by *Talkers Magazine*, nominated as "Local Radio Personality of the Year" by *Billboard Magazine* and has been inducted into the Texas Radio Hall of Fame. AOL called Dayna 'one of the foremost experts on career networking' and *Reader's Digest Magazine* named Dayna one of the "35 People Who Inspire Us." ABC News once called her advice "ridiculously sane in an ever-complicated world."

Dayna's affinity for creating entrepreneurial enterprises has launched a diverse slate of businesses. Dayna created The Space Store, the world's largest space related e-commerce venture, and founded Smart Girls Rock, giving laptop computers to high school students in need. Her large fan base of thousands of "Steeleworkers" follow her on Facebook, Twitter, LinkedIn, YouTube, and Instagram.

Her book titles include *Rock to the Top: What I Learned about Success from the World's Greatest Rock Stars*, *101 Ways to Rock Your World: Everyday Activities for Success Every Day*, *On the Golf Course*, *Welcome to College!*, *In the Classroom*, and *Surviving Alzheimer's With Friends, Facebook, and a Really Big Glass of Wine*. All of her titles are available on Amazon.

Dayna lives in Seabrook, Texas, with her husband, author and former NASA pilot Charles Justiz, and has three sons, one bonus daughter, three rescue dogs, and one surly cat. She is a member of the Screen Actors Guild, is a Broadway investor, ran for the US Congress in 2018, and is currently working on her next book ... and her golf game.

Dayna Steele Books:

- *Rock to The Top: What I Learned About Success from the World's Greatest Rock Stars*
- *101 Ways to Rock Your World: Everyday Activities for Success Every Day*
- *Welcome to College! 101 Ways to Rock Your World*
- *LinkedIn: 101 Ways to Rock Your World with Viveka von Rosen*
- *Surviving Alzheimer's with Friends, Facebook, and a Really Big Glass of Wine*
- More titles, all available on Amazon

AUDIENCES DAYNA HAS ROCKED

TRAVEL & HOSPITALITY

MLT Vacation Annual Agent Conference
Texas Business Travel Association
Restaurant Facilities Management Association
Greater Houston Business Travel Association
Greater Houston Convention & Visitor's Bureau
Greater Corpus Christi Hospitality Association

FINANCE, INSURANCE & REAL ESTATE

ERA National Conference
First Financial Group
PULSE/Discover Card
Texas Life & Health Insurers
Wells Fargo
Deloitte
National Apartment Association
Cetera Financial
Chesmar Homes
Aronson Accounting

EDUCATION & UNIVERSITIES

Rutgers University
Purdue University
Lonestar College
Texas A&M University
Texas A&M University – Galveston
University of Texas
University of Wisconsin
Oakton College
SUNY Geneseo
Drew University
Conrad Spirit of Innovation Awards
Texas Art Educators Association

ENERGY, OIL & GAS

Offshore Energy Center
Shell
Shell Women
ConocoPhillips
Industry Salute to Interns
Portland Power Commission
Center Point Energy Enable
Haliburton
Air Liquide North America
Smith
BHP Billiton

ENTERTAINMENT

Florida Fairs Association
Houston Symphony
Mobile Beat
Houston Zoo
BlogElevated
Mom 2.0 Summit
Disney Social Media

AVIATION

Boeing
NASA
United

TECHNOLOGY

Hewlett Packard Enterprise (HPE)
Houston Technology Center
DevLearn
Software AG
Disney Social Media Conference
Parature
Conrad Spirit of Innovation

LEADERSHIP/HUMAN RESOURCES/CUSTOMER SERVICE

ICMI ACCE International Call Center Conference
Leadership 5.0
Texas Business Alliance
Houston Executive Roundtable
EO Texas
EO Oklahoma
National Management Association
International Business Communicators
Bay Area Human Resources Association
Expert Staffing
National Association Women Business Owners
International Association of Administrative Professionals
National Association for Business Resources
Dallas Ft. Worth Association Executives
Young Professional Organization (YPO)

HEALTHCARE & MEDICAL

Quest Diagnostics Health & Wellness
Avanti Assisted Living Facilities
Alaska Medical Group Management
Harris County Health System
Memorial Hermann Hospital
Massage Heights Franchisee Meetings
American Heart Association
CHS Community Health Systems
Greater Houston Society of Healthcare Risk Management

LEGAL & MARKETING

Brand Camp
Association of Legal Administrators
Foster Quan
Coats Rose
Vocus

NONPROFIT INDUSTRY

Optimist International
LiveYourDream.org
Soroptimist International
Service Leadership Leaders Conference
Lions USA International
United Way
American Heart Association
Alzheimer's Association
Alzheimer's Association Oklahoma
Challenger Center
Alzheimer's Resources Alaska
Junior League (various)
Rotary (various)

TEDx (various)

WHAT MEETING PROFESSIONALS SAY ABOUT DAYNA

Dayna Steele is an amazing speaker and wonderful to work with! I've booked her for two separate events and received rave reviews! Thanks Dayna for being such a great partner at our RFMA 2016 annual conference in Nashville and DFWAE Association Day in Dallas!

Restaurant Facility Management Association (RFMA)

Our audience walked away with the tools to better engage their members and leverage connections to increase the impact of our programs and membership. You definitely rocked it!

Soroptimist International of the Americas

Dayna is a fabulous keynote speaker. She has spoken twice to a professional women's group at Shell which I organize. At the first event, she gave her trademark "Find Your Inner Rock Star" keynote address. It was funny and engaging. At the latest event, she was completely impromptu. I gave her a theme "Survive, Thrive, Reinvent" and she simply told stories for nearly an hour. She was riveting! Dayna's stories are real, honest ... and they challenge the listener to examine their own lives. I highly recommend Dayna as a keynote speaker for any corporate event.

Shell Women in Finance Together

One of the best speakers. Engaging, entertaining, awesome stories, and just a great person. Thank you!

Greater Houston Convention & Visitors Bureau

I am still hearing "Rock Star" used in varying conversations all as a direct reflection of your session with attendees and employees – evidence that you really gave them something to think about!

VOCUS Users' Conference

The Rock Star Interviews were AWESOME! We've received lots of positive feedback on your session. I'm looking forward to collaborating with you again soon.

ERA Franchise Systems

Dayna Steele is an amazing woman with incredible strength, wisdom, and a wicked sense of humor!

Association of Legal Administrators

Thank you for rolling with our technical and 'food service' difficulties so smoothly. We are huge fans of your work and hope to have an opportunity for you to speak to our group again in the future.

Texas Association of Life & Health Insurers

It was so great to have you here at the zoo. Your presentation was inspiring and perfect for our group!

Houston Zoo

Dayna's energy and enthusiasm were powerful. Her focus on the legacy of relationships and delivering exceptional rock star service at any level in your organization hits the mark. Impactful and a lot of fun!

U. S. Chamber of Commerce

Our attendees are still raving about Dayna Steele. Not only did she provide inspiration, laughter, and spunk, she also gave the attendees takeaways to help them improve their business strategy. Dayna Steele works the room and interacts with her audience like no other.

Blog Elevated Conference

Your suggestions are so clear and reasonable that it makes me wonder why I have not been following these parameters all along. I am thoroughly appreciative to the suggestions and will begin employing them in my own life right away. I also just ordered the paperback version of 101 Ways to Rock Your World from Amazon so I can share it with others. I figure that one way to network and share something of worth would be to pass on your book.

Energy Media Services

Dayna has acted as a strategic consultant and trainer for our company for many years. Her ability to understand a situation at hand, offer insights and provide counsel on everything from a crisis to a hidden opportunity provides immense value to us and to our clients. When I want intelligence plus passion and energy from an outside consultant, I track down Dayna.

Edelman Public Relations