



# Experience **Allison Massari**

Top Healthcare Keynote Speaker, Executive Coach, Celebrated Artist, Burn Survivor

**“You are the Medicine”**



Named One of the “Top 10 Best Speakers” in  
North America for “Motivation”– M&C Magazine

Contact: 415.209.3616 and [CS@AllisonMassari.com](mailto:CS@AllisonMassari.com)

**“I watched as the entire room rose to their feet in a standing ovation.  
Her work is phenomenal, and life altering.”**



Jessica Chapman  
Neuroscience Sales  
Global Pharmaceutical Company Ranked 132 on the Fortune 500

ALLISON **MASSARI**  
TRIUMPH · TRANSFORM · THRIVE



## Deliverables in Allison Massari's Healthcare Keynote:

- Navigate Change Successfully and Unify Your Workforce
- Alleviate Burnout
- Advance the Company Culture Through Self-Awareness, Fostering Empathy and Building Emotional Intelligence
- Reclaim Your Passion for a Life's Work in Healthcare
- Clearly Understand the 5 Components of a Resilience Mindset
- Encourage, Nourish, and Celebrate Your Healthcare Professionals
- Provide a Powerful Presence for the Patient Voice
- Inspire Patient Safety Through a Critically Acclaimed Survivor Story
- Illuminate How Those With or Without Direct Patient Contact Impact the Patient Experience and Person-Centered Care.
- Soothe Moral Injury and Stress in Front Line Workers
- Receive Effective Tools for Personal Development
- Expand Courage and Unconditional Confidence
- Deepen Self-Awareness
- Master Adversity
- Activate Self-Leadership: Having Personal Command in All Moments
- Grow a Mindset to be Vibrant, Alive, and in Command of Your Life
- Elevate Heart-led Teamwork and Compassionate Leadership
- Leave a Legacy of Kindness
- Unite Teams Through a Shared Mission and Connection to the Whole
- Empower Leadership to Support and Elevate Your Teams and People
- Receive a Balm of Hope, Comfort, and Well-Being from Allison
- Ignite the Power of the Human Spirit
- Build a Happier, more Productive Workforce

*(On the following pages you will see specific keynote options and program descriptions)*

**“In a word, astounding! One of the most memorable and impactful keynotes in CIO Forum history.”**



Keith Fraidenburg, Vice President, Education & Communications  
CHIME/HIMMS Conference

# The **Perfect** Opening Keynote!!

## Topics:

- **The Fire Within — The Art of Bold Self-Leadership**

Launching with a powerful story of triumph after being burned alive in a fire, Allison Massari's astounding keynote offers life-changing tools to immediately rise above any obstacle and ignite an unquenchable passion and inspired vitality. This program elevates self-leadership—reconnecting audiences to their purpose and providing confidence in their work. Your people will be forever changed.

- **You are the Medicine**

Allison's life-changing healthcare keynote illustrates the fact that every healthcare professional—including those who do not have direct patient contact—have a crucial impact on person-centered care. As Allison states, "The power of what you do goes far beyond the technical part of your job. You are healing the places medicine cannot touch. In fact, YOU are the medicine."

- **Transforming Lives — The Heart and Soul of Healthcare**

A leading voice for both patients and medical professionals, Allison brings a unique perspective and real solutions to the current challenges within the healthcare industry. Bolstered by a sense of unity and empowerment, your teams will walk away feeling revitalized, refreshed, and seeing their life and their work from new coordinates. This groundbreaking and uplifting program can be offered for CEU's, and receives exceptional feedback

- **Activating True Resilience: Self-Mastery and The Five Kinds of Courage**

Allison Massari's innovative and timely keynote reveals the five active qualities that we all need to access in order to build and sustain a healthy, fully-functioning resilience mindset. In this program Allison teaches, "In the fullness of true resilience, you don't just survive—you become a better version of yourself on every level. You come into true aliveness."

- **Retain Your Workforce Through A Heart-Led Culture Shift**

Build a happier, more productive workforce and fully engage the hearts of your people. Allison's unforgettable keynote is a celebration of the human spirit—inspiring heart-led leadership and empathy in the workplace, and tools to alleviate burnout and excel within a changing world. She explains how to take command of our work culture: "Instead of waiting for the world to give us what we want and crave, we can choose to GIVE what we want to receive - to "Be the One."

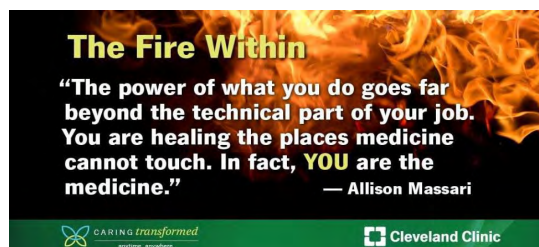
- **Leadership Lessons: Courage and the Mighty Heart—Nurturing Organizational Transformation**

With keen insight and appreciation for the challenges faced by leaders today, Allison teaches the mindset to successfully manage adversity and lead with heart—while addressing the personal side of their leadership and the everyday challenges of being human. This dynamic and poignant program provides innovative leadership lessons that invigorate and fortify participants to be able to tackle their work with newfound vigor and expansive thinking.

**"Brilliant. This was so INCREDIBLE!"**



Evaluation Score Results: "Excellent"





# Allison's keynote is customized for **every healthcare audience:**

Leadership, Managers, Supervisors, Nurses, Physicians, Finance, IT, Food Service, Environmental Services, Maintenance, Technologists, Diagnosticians, Pharmacists, Physical Therapists, Board Members, Pharmaceutical Sales, etc.

Massari's program illustrates the fact that every healthcare professional has a crucial impact on person-centered care – including those who do not have direct patient contact. By specifically recognizing the ways that their work is directly tied to a human being, Allison generates a deeper connection to the patient experience for each participant. They learn that their expertise, attentiveness, and kindness improve the health and success of patients, boosts their own sense of well-being, and directly affects the bottom line through patient satisfaction scores and reimbursements.

According to research from the *Journal of Healthcare Management and Current Directions in Psychological Science* (Wiley-Blackwell), programs like Allison's are directly linked to **higher performance, fewer sick days, more engaged employees, more patient referrals, less turnover, and higher company profits.**

**“The BEST Keynote we have ever had!”**





## MEET ALLISON

While most speakers have a story to tell, there are a select few with one so impactful and poignant that the audience is forever changed. That is what happens when Allison Massari speaks. Hailed by audiences worldwide as “life-changing” “riveting” “extraordinary” “bold” and “deeply moving”, Allison Massari’s work is a celebration of the power of the human spirit and a testament to hope, compassion, and indestructible perseverance. Her astounding message has reached audiences in more than 75 countries and is the quintessential story of courage and heart.

A top healthcare keynote speaker, Allison has been recognized with esteemed speaking engagements internationally. She has been featured on PBS, ABC, NBC, and FOX networks and also stars in the award-winning international documentary, *Resolve* (2015).

Devoted to her quest to transform the lives of both patients and healthcare professionals, Allison’s mission is to encourage and nourish individuals and teams while facilitating a deeper connection to the patient experience. She is passionate about tailoring her speech for each specific healthcare audience—including those without direct patient contact. Through her remarkable and hope-filled stories, leadership teams, frontline workers, software developers, IT, data, finance, and pharmaceutical professionals (and more!) experience and feel the value of their far-reaching and vital impact on the patient.

Allison’s groundbreaking and uplifting program addresses the current challenges faced by the medical industry, including burnout, understaffing, time restraints, employee retention, compassion fatigue and everyday stresses. She skillfully adapts her program to fit the specific needs and concerns of your organization, and it is offered for CME’s and CEU’s.

Raised by parents who were both clinicians—her father an otolaryngologist whose primary focus was on oncologic cases, and her mother a nurse who worked in the emergency department, operating room and even newborn nursery across her career—Allison grew up immersed in the healthcare field. Captivated by her parent’s compassionate work, she shadowed her father in his practice and also worked and interned in hospitals and medical office settings. Years later, she experienced firsthand the critical value of receiving personalized healthcare from committed leadership teams and empathetic providers after surviving two life-threatening car accidents, one where she suffered second and third degree burns on over 50 percent of her body.

Astonishingly, navigating these experiences compelled Allison to discover an unshakeable strength and fortitude—and carefully learn the intricacies of what it takes to overcome adversity and live with heart. As she shares her riveting and courageous journey from absolute loss to a triumphant and hope-filled life, Allison shines light on how all healthcare professional’s provide immense value to a patient who is suffering. Her artistic storytelling and the profound lessons she learned inspires confidence and self-leadership, while elevating hearts and alleviating burnout within the challenges of the high-pressure healthcare work environment.

Allison is also an award-winning visual artist. Her work has been sought out by museums and private art collectors internationally and is in the permanent collection of the Museum of Fine Arts in St. Petersburg, Florida. Her colorful and sublime visual art serves as a breathtaking backdrop to all of her keynotes.

Allison Massari’s keynotes are jaw-dropping, heartfelt, and deeply inspirational. Prepare to be taken on a journey.





People often believe that resilience is just about grit and determination, but that is how you burn out. Allison Massari's innovative and timely keynote reveals the five active qualities that we all need to access in order to build and support a healthy, fully-functioning resilience mindset. Allison describes these qualities as "Five Kinds of Courage." She explains, "In the fullness of true resilience, you don't just survive—you become a better version of yourself on every level. You come into true aliveness."

Allison creatively crafts her material with truly unique concepts, boosting confidence and well-being and teaching secrets to achieving a resilience mindset that you haven't heard. You'll receive a new perspective from which to see the world and walk away with effective methods to handle challenges and move towards your dreams and goals with courage, purpose, and the strength of an open heart.

**"You were outstanding! We have been talking for years and years about the need to address burnout** with our physicians and pharmacists, yet, frustratingly, we did not know what to do. **YOU just DID!!** Thank you so much!"



## Allison Massari Offers Unparalleled **Benefits**

1. **Meaning:** Reclaim your passion for your life's work in healthcare.
2. **Productivity:** Equipped with tools to handle stress and manage trials more effectively, employee loyalty, ownership, efficiency and retention will reach new heights of success.
3. **Appreciation:** Allison speaks brilliantly and generously to each individual's need for recognition and affirms their value as healers.
4. **Patient Engagement:** Hear the patient's perspective through awe-inspiring, heartfelt, compelling stories. Allison examines the most difficult topics with understanding and compassion for medical professionals.
5. **Ingenuity:** Audiences gain a fresh outlook on their job and their lives, invigorating their enthusiasm and imagination.
6. **Inspiration:** Discover how good can prevail in the most difficult situations. Find strength and encouragement in the face of understaffing and fatigue.
7. **Confidence:** Participants learn to respond to difficult circumstances, innovate, and constructively communicate with co-workers and the world around them.
8. **Mastery:** Allison's program offers tools to successfully manage debilitating emotions that inhibit creativity, motivation, and productivity.
9. **Financial Success:** Enhance quality of service, minimize complaints, and generate more patient referrals.
10. **Wellbeing:** Build a foundation for personal and professional well-being with real solutions to navigate adversity and the everyday challenges of being human.
11. **Transformation:** Her program is truly life-altering and paradigm shifting. The audience will be forever changed. Allison has the ability to powerfully capture an audience with her unique story.



**“Success takes courage.** We excel, both personally and professionally, when we feel an internal fire, when we feel valued in what we do, and when we understand with great clarity the mechanisms inside of ourselves that allow us to successfully manage adversity. These qualities create transformation, vitality, and pinnacle achievements. My goal is to always support people in attaining their highest potential, while uplifting their hearts and fortifying the human spirit.”

—Allison Massari

### **“Three-minute standing ovation.”**

“If you had been at (GE’s) Centricity LIVE, you could have seen the three-minute standing ovation that Allison got after her talk yesterday. And you could have seen the customer who came up to me, hugged me, and thanked me for bringing Allison to Centricity LIVE, telling me that Allison’s speech ‘has changed my outlook on life.’”

Justin Steinman  
**Vice President and General Manager**  
GE Healthcare IT

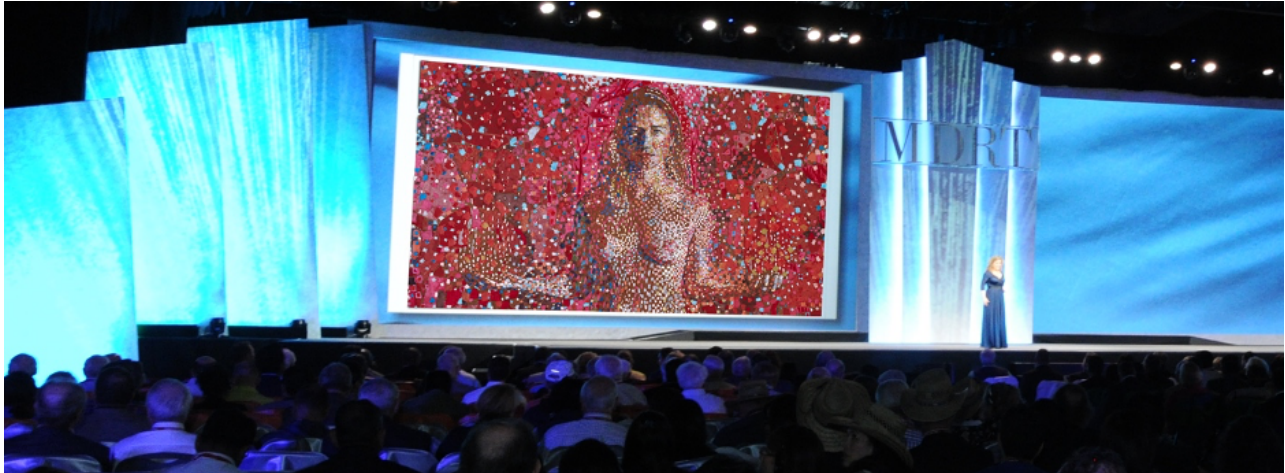


imagination at work





# Healthcare Keynotes & CEU Programs



## Keynote Options *{Can be offered for CME or CEU Credits}*

### 1) Transforming Lives: The Heart and Soul of Health Care<sup>SM</sup>

Alternative Title Options (These all work for the same speech):

- You are the Medicine<sup>SM</sup>
- The Fire Within<sup>SM</sup>
- Transforming Patient Lives: The Art of Person-Centered Care<sup>SM</sup>
- The Power of One<sup>SM</sup> - Changing the World One Person at a Time
- Triumph Through Change<sup>SM</sup> - Leave a Legacy of Kindness

**Allison Massari knows that you have the power to transform lives.** As the survivor of two life-threatening car accidents, one where sustained second and third degree burns on over 50% of her body, Allison deeply understands the critical and life-saving role that devoted healthcare teams have on the life and well-being of a patient. An advocate for both patients and healthcare professionals, Allison speaks to the challenges, the importance, and the delicate nature of healthcare today, addressing burnout and shining light on the medical team's immense value to a patient who is suffering. She explains, "The power of what you do goes far beyond the technical part of your job. You are healing the places medicine cannot touch. In fact, YOU are the medicine."

Allison's unforgettable keynote stories uplift and reinvigorate audiences, as she reveals how some of the most memorable and impactful moments occurred in a matter of seconds through the kindness and presence of healthcare providers, despite their time constraints and everyday stresses. This visceral knowledge uplifts and motivates audiences, reminding each person of why they went into healthcare in the first place.

She tailors this incredible message for every type of healthcare audience, with or without direct patient contact. In this breathtaking and thought-provoking keynote, Allison takes her audience on a journey and offers a sincere and direct approach to transcending life's difficulties. Packed with tools to manage change and adversity, and alleviate burnout and moral injury, Allison's life-changing message mobilizes audiences to always find a way to be the healer in the room. Allison's sublime and dynamic artwork serves as a breathtaking backdrop to her inspiring keynotes. Prepare to be profoundly moved and deeply inspired. Prepare to be taken on a journey.

**In this session, Allison will equip participants to:**

- Alleviate burnout by building your people's passion and an unwavering knowledge of their value and true purpose.
- Learn the 5 components of a healthy, fully functioning resilience mindset.
- See struggle and change through a profound and empowering new lens
- Energize your teams and galvanize their commitment to this noble profession, helping with employee retention.
- Master the art of expressing kindness in just three seconds – regardless of professional challenges and pressures. Learn how those simple acts can be profoundly memorable to a patient.
- Reinvigorate a connection with the patient experience.
- Identify that compassionate care is not dependent upon direct patient contact—being an expert at your job, no matter the role, is a part of compassionate care.
- Shift from feeling defeated by limited time and resources to feeling empowered to make a real difference in patients' lives.
- Witness the striking significance that patient empathy and engagement can have upon the healing process.
- Realize that vigilance and attentiveness is noticed and deeply appreciated, even if the patient is incapable of communicating.
- Experience being valued, respected, and honored for your mission in healthcare.
- Deepen self-awareness and prioritize self-care and well-being
- Understand the correlation between delivering compassionate care and the financial success of a facility due to the impact of improved patient satisfaction.
- Utilize specific tools for managing a stressful environment or a difficult person.
- Gain awareness of the necessity for patient modesty, even when someone is in a coma or other severe physical state.
- Prioritize being up to date on the most humane and effective treatments to minimize pain and discomfort.

**“Seek out wisdom and abundance will follow you.”** — Allison Massari



## 2) Courage and the Mighty Heart<sup>SM</sup> - The Intersection of Passion and Perseverance

Alternative Title Options (These all work for the same speech):

- The Fire Within<sup>SM</sup> - The Art of Bold Self-Leadership
- The Survival Guide to Being Human and the Art of Happiness<sup>SM</sup>
- The Art of Resilience—Make Your Life a Masterpiece.<sup>SM</sup>
- Triumph Through Change - The Mindset for Success<sup>SM</sup>
- Courage and the Mighty Heart<sup>SM</sup>
- Wellness and Well-Being at Work<sup>SM</sup> - Empowering Employees to Better Manage Their Lives
- Thriving in Turbulent Times<sup>SM</sup> - Activating Courage and Confidence to Achieve Heroic Success
- Self-Mastery<sup>SM</sup> - Burn Bright and Blaze a Trail for Others
- The Mindset for Success<sup>SM</sup> - Activating True Resilience

### **What is the mindset needed to be vibrant, alive and in command of your life? What does it look and feel like?**

At any moment, life can throw turmoil in our direction—uncertainty and unrest from changes at work, the shock of sudden financial loss, an automobile accident, serious illness...What does it take to be ok inside of ourselves no matter what?

Allison Massari's journey, delivered through the art of storytelling, reveals that we can discover untold amounts of strength, joy and aliveness when we learn to embrace our challenges in a new way. Allison states, "We can each make a vigorous, life-changing choice to navigate our way through and beyond adversity and be a force of light for ourselves and others."

With vision, clarity, and compassion, Allison teaches audiences the potent life lessons that she learned on each step of her path after she was severely burned in a fire and faced seemingly insurmountable odds. Her riveting keynote boosts confidence and well-being and offers a balm of hope as Allison intimately shares the nuances of how to respond to difficult circumstances and maintain personal command and integrity despite life's disruptions. With genuine encouragement and support, you'll receive a new perspective from which to see the world and walk away with effective methods to handle challenges and move towards dreams and goals with courage, purpose, and the strength of an open heart.

*"Be vigilant to seek and find the good in every breathing moment. Search with ferocity. Harness an unbending belief. Your struggle and your dedication will sculpt your spirit and bring you to the ultimate destination—your Self-Mastery."* — Allison Massari

Allison's sublime and dynamic artwork serves as a breathtaking backdrop to her inspiring keynotes. Prepare to be profoundly moved and deeply inspired. Prepare to be taken on a journey.

### **In this session, Allison will equip participants to:**

- Grow motivation and confidence through an extraordinary story of overcoming extreme adversity and finding the internal strength for hope to flourish.
- Discover the wellspring for creating a phenomenal life.
- Promote exceptional customer service and teamwork by learning to navigate and bring ease to the most challenging situations.

- Increase generative capacity, inventiveness, resourcefulness and excitement.
- Learn a simple tool to transform debilitating feelings of defeat, doubt, and sorrow.
- Deepen self-awareness and activate simple concepts that strengthen resilience.
- Inspire team-building through palpable stories of the heroic impact of community.
- Develop and maintain personal command and integrity in the face of feeling attacked, betrayed, hurt or enraged.
- Witness the powerful results of fierce determination and tenacity in an ‘impossible situation’.
- Demystify false concepts that impede well-being.
- Choose the most powerful action to take when addressing the everyday challenges of being human.
- Build a positive outlook despite seemingly insurmountable odds.

### 3) Retain Your Workforce Through A Heart-Led Culture Shift

Build a happier, more productive workforce and fully engage the hearts of your people. When people are worn thin and dealing with burnout or fatigue, the first essential solution is to care for them and to show up with thoughtful ideas to innovate, pivot, and excel within a changing world. In addition, regulatory pressures, board and stakeholder demands, and doing more with less add relentless strain to the weight carried by healthcare executives. Balancing the role of coach, mentor, friend, motivator, and career counselor while simultaneously maintaining an executive presence and addressing retention issues requires extraordinary strength and expansive thinking. Through storytelling, Allison Massari teaches audiences the mindset that is needed to successfully manage adversity, build emotional intelligence and have more command in managing difficulties at work.

Her transformative program challenges your audience to see struggle and change through a profound and empowering new lens. She explains, “We can each make a vigorous, life-changing choice to navigate our way through and beyond adversity and be a force of light for ourselves and others.”

Allison’s unforgettable keynote is a celebration of the human spirit—inspiring heart-led leadership, compassion and empathy skills in the workplace, and leaving audiences with a true sense of purpose and belonging. After hearing Allison speak, audiences feel more connected to their purpose and to each other—enhancing engagement and advancing employee retention in the workplace. Your people will be forever changed.







**“I seldom am impressed by professional speakers enough to attend their sessions 8 times in 3 months. However, that is exactly what I did with Allison.** Her words were simple yet penetrating as if I had never heard her before. I have seen her bring her audience to a wholehearted laughter and even tears and that is not an easy feat for any speaker. I never got tired of listening to her.”



Farogh Nazari  
Head of Global Accreditation  
Siemens Healthcare



**“What is it we all want?”** We want to live with passion, focus and clarity. We want success, genuine well-being... inner peace. We want to be powerful in our lives, equipped with the capacity to handle the unexpected, and with the tools to successfully navigate difficult people and challenging circumstances. But it’s more than that – we want to feel like we’ve come alive, that we’re living our mission, walking in the world, vital... I specialize in helping people transform their personal and professional lives. You will experience profound results – and a lot of heart. I’m all yours.”

– Allison Massari



**“98% of evaluations on content, presentation, and satisfaction scored her at a 5 (highest rating).”**

“Allison Massari is an outstanding presenter and keynoter who will inspire any audience with her passion, compassion, and message of hope and renewal. We have used her in several programs and consistently the audience loves her. At one recent program 98% of evaluations on content, presentation, and satisfaction scored her at a 5 (highest rating). This is not unusual. Allison is often listed on evaluations as the best thing about the conference. We will continue to feature Allison in our programs whenever we have the opportunity; she is wonderful!”



Art Sponseller  
President/CEO  
Hospital Council of Northern & Central California

# Why Hire **Allison**?

1. Named a top speaker on the 100 ICONIC Business Speakers list.
2. Voted on the “Best Keynote Speakers” List – M&C Magazine.
3. Vision, clarity, encouragement, and a gift in uplifting audiences and transforming paradigms.
4. Inspires confidence, expands hope, ignites courage, and removes blocks—fostering passion in life and work.
5. Unique history as an internationally successful entrepreneur, burn survivor, brain injury survivor, award-winning artist, and professional coach and consultant.
6. Innovative, perceptive, original, creative, warm and authentic.
7. International TEDx speaker and Main Platform presenter at Million Dollar Round Table (MDRT).
8. Featured expert in the award-winning documentary “ReSolve” (narrated by Scott Neil, Head of Special Forces, US Military, Afghanistan).
9. Takes you on a journey with jaw-dropping stories that are infused with wisdom, boldness, and encouragement—and packed with take-aways.
10. The audience is forever changed.

**“Without a doubt, Allison Massari is the best speaker I have ever heard... on ANY topic”.**

“I have been a nurse and an administrator for 32 years. I have heard many motivational speakers present on patient centered care, compassion and caring. I myself, speak on the topic. But without a doubt, Allison Massari is the best speaker I have ever heard... on ANY topic. Her content, her style, her nonverbal communication and most of all, her authentic presence cannot help but reach the hearts and souls of her audience. It is abundantly clear that she lives her life in concert with what she has learned and believes.”

Joan Forte Scott, MBA, RN, NE-BC  
Administrative Director  
**Stanford Health Care**



# ALLISON **MASSARI**

TRIUMPH • TRANSFORM • THRIVE

**For fee information and to check availability  
please contact Allison Massari's Team:**

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*Phone:* 415.209.3616

**[www.AllisonMassari.com](http://www.AllisonMassari.com)**



**“You are an artist painting beauty in people’s hearts.”**

Cindy Gajdosik, RN  
SSM Health





**“When we opened the TEDxZaragoza conference with Allison, it was like dropping a bomb... Her work is so thorough, so careful. Every sentence, every comma, every pause, the pronunciation of every word, are doubly, triply checked and pondered. It is plainly counterintuitive that the result is so incredibly emotional despite this infinite attention to detail. Yet it is. As I later said to her, ‘It is a great power to be able to make people laugh and cry in only 18 minutes.’ How does she do it? My guess is that one of the secret ingredients is to tell exactly what you think, to show what you feel... to actually feel it on stage! It is very different from the careful work of an actress, who strives to convince that she feels something which is not there. Allison’s only aim is to accurately and intensely communicate what she actually feels... and the laughs and the tears in the audience confirm that she achieves it remarkably.”**

Pablo Echínique

**TEDxZaragoza** Co-Organizer

Scientific Researcher

Spanish National Research Council

**TEDx**





**Employee retention is vital.** Allison Massari's employee retention program provides **innovative solutions to 5 of the top 10 reasons** that employees leave:

— **The Problem:** *Lack of meaningful work*

**BEING MISSION DRIVEN:** Allison recognizes the various roles within an organization and honors the value of each person's contribution, including the unsung heroes.

— **The Problem:** *Uncaring or uninspiring leaders*

**EDUCATING LEADERSHIP:** Allison elevates heart-led, inspired leadership, developing and enhancing empathy skills.

— **The Problem:** *Unreliable or unsupportive people at work*

**TEAM-BUILDING AND CARE:** Allison teaches the skill set of boldly expressing appreciation and catching people doing something wonderful.

— **The Problem:** *Lack of support for health and well-being.* 30% of people surveyed have thought about leaving their company due to mental health.

**SUPPORTING WELL-BEING:** Allison's content is artfully crafted through storytelling to teach personal development. She normalizes conversations around mental health, emotional well-being, self-care and self-leadership.

— **The Problem:** *Non-inclusive and unwelcoming community*

**ENRICHING A CULTURE OF COMMUNITY:** Allison's program instills compassion, inclusivity, and a sense of belonging by highlighting simple acts of care and celebrating the human spirit.

“There is staggering scientific data showing that mastering one's emotions is directly linked to the bottom line of your business.”

Harvard Business Review





A believer in the power of supporting and uplifting others, Allison founded a revolutionary outdoor sports program for teenagers with severe burn injuries shortly after her accident in 1998. Named after the man who risked his own life to save her when he pulled her from her burning car, the **Roger Pepper Adventure Camps** build confidence, hope, and healing in young participants to this day.

These teens learn to ski, snowboard, ice climb, rock climb, dog-sled, make artwork, and so much more—expanding their confidence and vigor for life. Allison raises funds so that the children don't pay a dime to attend and can feel the support and influence of the world around them. Learn more here: [allisonmassari.com/giving-back](http://allisonmassari.com/giving-back)

