



**FROM FEARLESS TO
UNFLAPPABLE**

**HANDY CHECKLIST TO FAIL
FORWARD W/BOUNDARIES TO
BREAK THROUGH TO YOUR
WILDEST LEADERSHIP & GOAL
DREAMS**



*Demi Knight
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Motivational Speaker, WBE,
Woman in Welding Science,
Construction Activist & TedX
Change Agent



She was the youngest of seven top women leaders in the largest homebuilder in the world. Ironman finisher, 12x marathoner & Six Star Finisher (finishing all the World Major Marathons – London, Boston, Chicago, New York, Berlin, Tokyo). A Guinness Book of World Records Holder. Survivor of the 2013 Boston Marathon tragedy as one of the last five timed & scored finishers (10 yards from the first detonation). A founder of She Built This City, empowering women+ & girls in trades with onboard programs. Accomplished mountain climber with Kilimanjaro, W Trek, Iceland & Salkantay under her belt in some of the world's toughest conditions.

Now, she's one of only 2% certified Women Business Enterprises (WBEs) in Construction with her company Spark Building Group - with an emphasis on welding/metal fabrication & general contracting. She is passionate about solving deltas for women & moving the needle of equity - proving that welding is a STEM career & the GenZ will use welding science to put us on Mars with NASA & SpaceX. As a government & private sector entrepreneur, consultant to business & TedX Speaker (What Would Happen if We Gave More Girls Blowtorches?), Demi throws sparks for audiences around the world.



**I AM
FIRST!**

**1. NOBODY SET OUT TO
MAKE HISTORY.
ESPECIALLY HER/THEM.**





**I AM
PERFECT!**

2. PERFECTION & ITS UGLY STEPSIBLING, IMPOSTER SYNDROME





**I AM
FEARLESS!**

3. THE FEARLESS WOMAN+ MYSTIQUE





**I CLIMB
MOUNTAINS!**

4. THE MOUNTAIN RANGE VS. THE SUMMIT





**I AM
SPONSORED!**



**5. SPONSORSHIP CAPES: BE
BRAVE (SPONSOR OR
SPONSOR-SEEKER)**





**I AM
UNFLAPPABLE!**



**6. RECORD SCRATCH.
WTH = UNFLAPPABLE
ANYWAY?**



**I HAVE
BOUNDARIES!**

7. BOUNDARIES & BREAKDOWNS





**I AM AN
ALLY!**

8. ALLYSHIP - IT'S REAL!
SOMETIMES IT = BEING QUIET &
LISTENING





**I SAY
NO!**

**9. NOBODY APPROVED YOUR
NO, SIS.**





**I HAVE A
CHECKLIST!**

- **STOP MAKING HISTORY.**
- **IMPOSTER SYNDROME & PERFECTION = SEE IT, DON'T BE IT.**
- **FEARLESS WOMEN+ IS A MYTH. DON'T BE DISTANCED.**
- **CAREER TRAJECTORIES ARE MOUNTAIN RANGES. TAKE THE SEASONS.**
- **SPONSORSHIP CAPES: BE BRAVE.**
- **UNFLAPPABLE TAKES WORK. FLAP IT OFF!**
- **SET YOUR BOUNDARIES.**
- **BE AN ALLY BY READING THE ROOM.**
- **NOBODY APPROVED YOUR NO BUT YOU...STOP THE CRITIC & THE AUDITION.**





**YOU GOT
THIS!**