



How to Introduce Myra

Let me tell you a quick story about our speaker.

When Myra Golden was 17, she was back-to-school shopping with her mom at JCPenney. The store was busy—but there was no one around to help them check out.

They searched multiple departments and still couldn't find anyone. Finally, Myra spotted an employee—who turned out to be the store manager. Now, most people would have just been frustrated.

Myra spoke up. She pointed out what wasn't working... and even offered a few ideas on how to fix it.

The manager rang up her purchase—and then offered her a job on the spot. That moment set the direction for her entire career.

For more than two decades, Myra has helped organizations improve how they communicate with customers—especially when the pressure is high.

She's trained over 2 million professionals, including teams at Amazon, McDonald's, Coca-Cola, Verizon, and organizations across the NFL.

And here's what makes her work different:
**When conversations break down, it's usually not the customer.
It's the lack of structure in the conversation.**

Today, she designs how people—and even AI—communicate with customers, so conversations stay calm, clear, and in control... even when the answer is no.

You're about to learn a framework you can use immediately to handle those moments with confidence.

Please join me in welcoming Myra Golden.