



PAMELA BARNUM M.P.A., J.D.

Former Undercover Police Officer • Federal Prosecutor • Trust Strategist

High-Stakes Communication Strategies that Turn Trust
Into a Measurable Competitive Advantage

2026 SPEAKER PACKAGE

For bookings & more information contact K&M Productions Speakers & Shows
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WELCOME

When trust breaks down, performance follows. Pamela's work focuses on one thing: helping leaders communicate in ways that measurably increase trust and competitive advantage.

Our mission is to make your job easier! This document was created to help you and your team get to know Pamela as you consider her to be a speaker for your next event.

Our promise to you:

- Pamela will be the **easiest speaker you have ever worked with**. She is very responsive to inquiries and questions and will have answers quickly so you can make same-day decisions.
- **We are sticklers for details** and will ensure that all the paperwork, agreements, invoices, and travel or virtual details are available to you before you need them.
- Pamela will **deliver an exceptional performance**, ensuring your participants report back with glowing testimonials.
- Just as importantly, **we will be available for pre-event conference calls and rehearsals as required**.

Here's to a successful partnership!



PAMELA BARNUM
THE TRUST AGENT



PAMELA BARNUM M.P.A., J.D.

THE TRUST AGENT

Former Undercover Police Officer & Federal Prosecuting Attorney
Trust Strategist & Communication Expert

Pamela Barnum equips individuals and corporations with high-stakes communication strategies that turn trust into a measurable competitive advantage.

Bio

Before stepping onto corporate stages, Pamela spent years working deep undercover in drug enforcement, where trust wasn't a soft skill; it was survival. Embedded for months at a time, she learned how credibility is signaled, deception is detected, and influence is earned long before words are spoken. In those environments, misreading people had immediate consequences.

After law school, Pamela transitioned into the courtroom as a federal prosecuting attorney, where the same dynamics played out under a different kind of scrutiny. Credibility, perception, and communication directly shaped outcomes: verdicts, negotiations, and decisions made under pressure.

Today, Pamela translates those field-tested lessons into practical strategies leaders can use to communicate with clarity, project credibility, and build trust that drives results. Her work blends real-world experience, behavioral science, and negotiation research to show how trust is built, or broken, through everyday interactions.

Known for her sharp insight, compelling storytelling, and immediately actionable takeaways, Pamela delivers more than inspiration. Audiences leave with tools they can apply the same day to improve leadership presence, influence outcomes, and create trust that lasts.

Pamela is recognized for her ability to translate complex human behavior into clear, practical strategies leaders can apply immediately; insights shaped by experiences few people ever have, and none can replicate. Her work draws from environments where trust, perception, and decision-making carried real consequences, giving audiences access to perspectives and tools they won't find in textbooks, training programs, or traditional leadership development. She is the speaker behind two widely viewed TEDx Talks and a sought-after keynote presenter for organizations around the world.

Abbreviated Bio:

Pamela Barnum equips leaders with high-stakes communication strategies that turn trust into a measurable competitive advantage. A former undercover police officer and federal prosecutor, Pamela draws on years of real-world experience where credibility, perception, and communication directly shaped outcomes. Today, she helps leaders signal trust, read people accurately, and influence results through intentional communication. Known for her compelling stories and practical tools, Pamela delivers actionable strategies audiences can apply immediately.

Trusted Contributor & Featured Expert



SPEECH INTRODUCTION

Pamela Barnum equips leaders with high-stakes communication strategies that turn trust into a measurable competitive advantage.

Before stepping onto corporate stages, Pamela spent years working deep undercover in drug enforcement, where trust wasn't optional, and credibility was everything. Embedded for months at a time, she learned how people signal intent, reveal resistance, and decide who to believe, often before a word is spoken.

After law school, Pamela brought those same skills into the courtroom as a federal prosecuting attorney, where communication, perception, and credibility directly shaped outcomes.

Today, Pamela translates that real-world experience into practical, science-backed strategies leaders can use to communicate with clarity, build trust faster, and influence outcomes more effectively. Known for her compelling stories and immediately actionable insights, Pamela delivers tools audiences can apply the same day to lead with confidence and credibility.

Please welcome Pamela Barnum.

SPEECH TOPICS & OUTCOMES

All of Pamela's programs can be delivered as a keynote (45 - 90 minutes) or as workshop (1.5 - 3 hours.)

CRACK THE CODE: The Signals That Shape Credibility, Trust, and Results

Most leaders focus on what they want to say. The most effective leaders focus on what others are picking up. *Crack the Code* reveals how trust, credibility, and influence are formed through subtle communication signals, and how leaders can intentionally shape those signals to improve outcomes.

In every interaction, people constantly assess credibility, intent, and trustworthiness, often before the conversation is over. These judgments don't happen consciously, and they don't wait for the perfect phrase. They are driven by tone, timing, body language, and behavioral consistency.

In *Crack the Code*, Pamela shows leaders how influence actually works in the real world, and why trust is built or broken long before logic kicks in. Drawing on years of undercover experience, courtroom strategy, and behavioral research, Pamela teaches leaders how to communicate in ways that align intention with perception and turn trust into a competitive advantage.

This session equips leaders to recognize the hidden signals shaping every interaction, and how to use them deliberately to increase credibility, reduce resistance, and drive better results.

After this session, leaders will be able to:

1. **Signal Credibility on Purpose:** Understand how credibility is evaluated in seconds, and how small changes in posture, tone, cadence, and presence dramatically affect how messages are received.

Outcome: Leaders are taken more seriously, faster.

2. **Read the Room Beyond the Words:** Learn how to spot subtle behavioral cues that reveal hesitation, resistance, agreement, or disengagement, before they show up as objections or conflict.

Outcome: Leaders anticipate reactions rather than react to them.

3. **Close the Gap Between Intent and Impact:** Identify why well-intended messages often miss the mark, and how to adjust delivery in real time so what's meant is what's understood.

Outcome: Fewer misunderstandings. Faster alignment. Cleaner execution.

4. **Build Trust Without Over-explaining or Overselling:** Discover how trust is built through consistency and clarity, not reassurance or persuasion, and why less explanation often creates more confidence.

Outcome: Increased trust with less effort.

5. **Influence Outcomes When Stakes Are High:** Apply practical communication strategies that improve performance in leadership conversations, negotiations, feedback, and moments that matter.

Outcome: Better decisions, stronger buy-in, and measurable performance gains.

SPEECH TOPICS & OUTCOMES

TACTICAL INFLUENCE™: Shape Outcomes Without Force, Pressure or Persuasion

Influence isn't about saying the right thing; it's about knowing when to speak, when to pause, and how to position yourself so others choose alignment. *Tactical Influence*™ reveals how leaders shape decisions, build buy-in, and guide outcomes through intentional communication, credibility, and trust.

Every day, leaders are expected to influence decisions without authority, navigate competing priorities, and lead conversations where emotions, risk, and uncertainty are present. Yet most influence breaks down, and decisions stall, not because leaders lack expertise, but because they misread the moment.

In *Tactical Influence*™, Pamela shows leaders how influence actually works in real-world environments where outcomes matter. Drawing from years of undercover work, federal prosecution, and behavioral research, she reveals how subtle communication signals shape trust, resistance, and decision-making in real time.

This keynote equips leaders with practical strategies to guide conversations, reduce friction, and create the conditions for decisive action, without pressure, manipulation, or over-explaining. The result: clearer decisions, stronger alignment, and trust that becomes a measurable competitive advantage.

Following this session, attendees will:

- 1. Position Themselves for Influence Before Decisions Are Made:** Understand how credibility, authority, and trust are established through timing, presence, and behavioral signals so leaders enter conversations with established credibility.
- 2. Guide Conversations Toward Timely, Confident Decisions:** Learn how to recognize hesitation, resistance, and alignment in real time and adjust communication to prevent stalling, escalation, or second-guessing.
- 3. Turn Trust Into a Measurable Competitive Advantage:** Apply practical strategies that reduce friction, strengthen buy-in, and improve execution without pressure, manipulation, or over-explaining.
When leaders communicate with intention and awareness, influence becomes consistent, decisions become clearer, and trust becomes a competitive advantage that compounds over time.

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SPEECH TOPICS & OUTCOMES

TRUST UNDER FIRE: How to Discern the Truth and Act When Information Cannot be Trusted

We live in a world where stories travel faster than facts, and where accomplishing objectives can quietly become more important than the truth itself. When enough people agree on a narrative, it starts to feel like reality, even when critical information is missing.

In undercover work, Pamela quickly learned how narratives form and how dangerous they become when agreement replaces accuracy. Operating inside criminal organizations, she saw firsthand how selective transparency, omission, and premature certainty shaped decisions long before the whole picture was known.

In Trust Under Fire, Pamela brings those lessons to leaders navigating today's high-noise environments. She shows how narratives take hold, why intelligent people repeat incomplete information, and how leaders can interrupt misinformation without triggering fear or resistance. Through disciplined communication and consistent follow-through, leaders learn how to slow narrative momentum, preserve trust, and keep teams aligned when pressure to "just move forward" is high.

This keynote isn't about uncovering the absolute truth. It's about leading responsibly when the truth is still emerging.

Following this session, attendees will:

1. Recognize When Narratives Are Driving Decisions: Learn how to spot selective transparency, premature certainty, and consensus-driven storytelling before incomplete narratives harden into accepted "facts."

Outcome: Fewer decisions based on assumptions and more disciplined judgment.

2. Interrupt Misinformation Without Creating Resistance: Learn how to slow narrative momentum through language, timing, and restraint – without escalating emotion or undermining trust.

Outcome: Calmer teams. Fewer rumor spirals. Strengthened credibility.

3. Lead with Fortitude When Certainty Isn't Available: Develop the discipline to respond with intention rather than reacting to noise so progress continues, even when certainty doesn't.

Outcome: Progress without recklessness. Trust that holds. Leaders who get things done.

In a world crowded with narratives, the leaders who earn trust are the ones disciplined enough to slow the story, steady the room, and act when it matters most.

PAMELA BARNUM'S SIGNATURE TRILOGY

High-Stakes Communication Strategies That Turn Trust Into a Measurable Competitive Advantage

Pamela Barnum's Signature Trilogy equips leaders with the skills to read situations accurately, influence outcomes in real time, and sustain trust when conditions are hardest. Together, these three keynotes form a complete leadership communication system - grounded in real-world undercover experience and designed for modern organizational complexity.

Each keynote stands alone. Together, they create lasting behavioral change.

1. CRACK THE CODE: How Leaders Signal Credibility, Build Trust, and Influence Outcomes

Every interaction sends signals long before words are finished. Crack the Code reveals how credibility is perceived, trust is formed, and influence is shaped through subtle communication cues leaders often overlook.

This keynote helps leaders understand how others are reading them, why messages land, or miss, and how to align intent with impact. Leaders leave better equipped to communicate effectively, reduce misinterpretation, and strengthen trust across every interaction.

Primary focus: Perception • Credibility • Situational Awareness

2. TACTICAL INFLUENCE™: Shape Outcomes Without Force, Pressure, or Persuasion

Influence isn't about talking harder—it's about positioning yourself so others choose alignment. Tactical Influence™ shows leaders how decisions are shaped in real time and why conversations stall when influence slips.

Drawing on undercover operations and behavioral insight rarely taught outside of high-risk environments, this keynote equips leaders to guide conversations, reduce friction, and create the conditions for timely, confident decisions - without manipulation or over-explaining.

Primary focus: Decisiveness • Buy-In • Real-Time Influence

3. TRUST UNDER FIRE: How to Cut Through Narrative Pressure and Act Before False Certainty Takes Hold

When narratives move faster than facts, trust is tested and leadership is exposed. Trust Under Fire shows leaders how agreement can replace accuracy, and how decisions get driven by selective transparency, premature certainty, and narrative pressure.

Rooted in undercover experience, this keynote teaches leaders how to recognize unreliable signals, interrupt misinformation without escalating fear, and lead with fortitude when certainty isn't available.

Primary focus: Discernment • Fortitude • Action in Spite of Uncertainty

HOW THE TRILOGY WORKS TOGETHER

- Crack the Code teaches leaders how trust and credibility are formed.
- Tactical Influence™ shows leaders how to shape decisions and outcomes.
- Trust Under Fire prepares leaders to hold trust in in the midst of change and chaos.

Together, they answer the most important leadership question organizations face today: How do we communicate, decide, and lead when stakes are high, information is incomplete, and trust matters most?

VIDEO

Lasting Impact - Engaging Content - Actionable Strategies

Visit: <https://pamelabarnum.com/speaker-reel/>

You can access, view, and share Pamela's speaking videos multiple ways. The links are provided below. Please click on the video picture for the embed code to place the video directly on your site, download the video, upload to a streaming service of your choice, or share it another way that best serves you and your team.



[Speaker Reel Link](#)



[Virtual Speaker Reel](#)



[Ten-minute Unedited Keynote Sample](#)

PHOTOGRAPHY

([CLICK HERE](#) to download high res pic - you will be redirected to Dropbox for media downloads)



Organizations Pamela Has Recently Inspired



THE TOP 5 REASONS CLIENTS BOOK PAMELA

1. A Perspective You Can't Get Anywhere Else

Pamela's strategies are shaped by experiences few people ever have, and none can replicate. Her years working deep undercover and navigating high-stakes environments give leaders insights that cannot be gained through theory, training programs, or conventional leadership development.

Why it matters: Clients get original thinking, not recycled frameworks.

2. Immediate, Measurable Impact

Pamela doesn't inspire people to feel differently; she equips them to act differently. Audiences leave with practical strategies they can apply the same day to improve communication, strengthen trust, and make better decisions.

Why it matters: The value doesn't fade when the applause stops.

3. Executive Credibility That Holds the Room

Pamela speaks with calm authority grounded in real-world consequence. She connects equally well with senior executives, emerging leaders, and client-facing teams, without posturing, oversimplifying, or exaggeration.

Why it matters: Leaders listen. Skeptics lean in. Messages land.

4. High Engagement Without Gimmicks

Through compelling stories, sharp insight, and interactive moments, Pamela keeps audiences fully engaged without relying on hype, theatrics, or forced participation.

Why it matters: Attention stays high. The message sticks. Implementation follows.

5 Low-Risk, High-Trust Partner

Clients consistently describe Pamela as one of the easiest speakers they've worked with. She is prepared, responsive, and meticulous about details - from customization to delivery - making planners' jobs easier at every stage.

Why it matters: Peace of mind for meeting professionals. Confidence for decision-makers.

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AV Requirements

AUDIO

Pamela prefers a wireless lavalier microphone connected to a high-quality audio system.

For audiences with more than 200 participants, a handheld mic for audience participation is appreciated.

IN PERSON

The entire presentation is presented using a 16:9 display ratio.

The Client should provide a wireless clicker to use.

The larger the screen and the higher the quality of the projector, the better.

If possible, a confidence monitor and countdown clock are appreciated.

Pamela will bring the energy and enthusiasm to ensure your participants have a fantastic time!

VIRTUAL

Rehearsal with a producer at least two-weeks in advance of the presentation.

A producer during the live or recorded virtual presentation.

You are welcome to record Pamela's presentation, as long as you provide a copy of the recording to her. Distribution of her content is prohibited without her prior consent.