SPEAKING AND MEDIA KIT

SHANE LUKAS

LOOKING FOR A SPEAKER WHO HELPS ORGANIZATIONS **TURN VALUES INTO ACTION**?

MEET

SHANE LUKAS

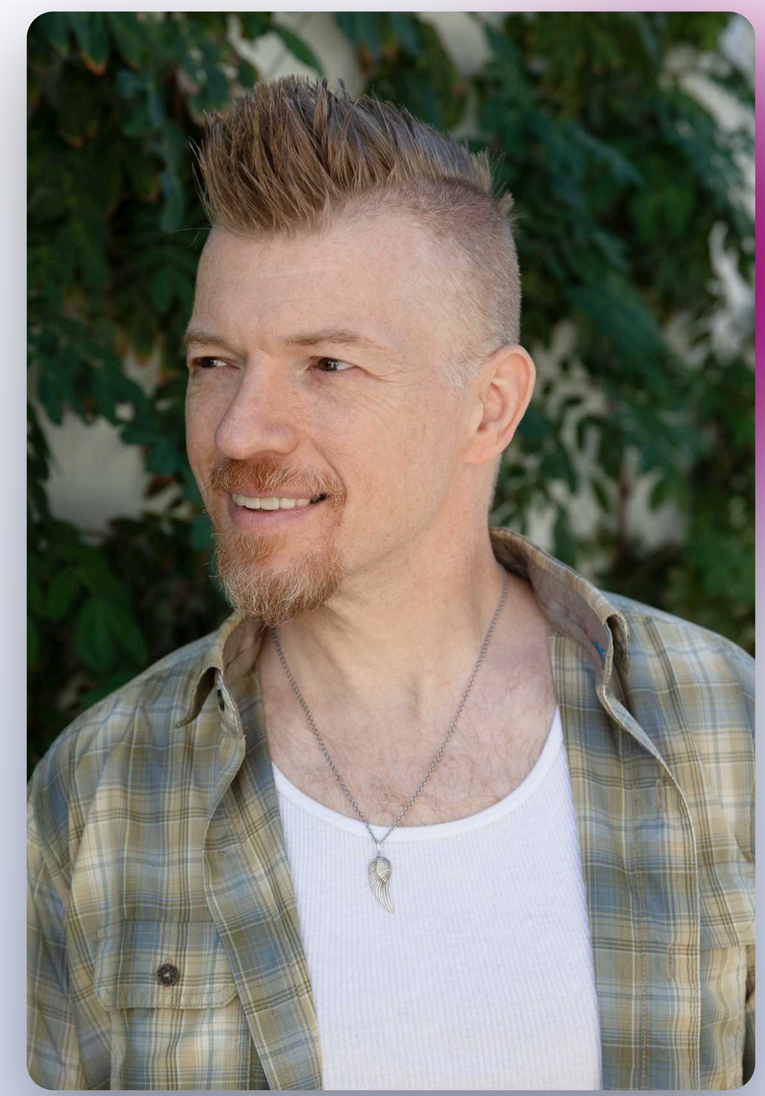
TEDX SPEAKER | ACTIVIST | AWARD-WINNING DESIGNER | FOUNDER

BIO SNIPPET

Shane Lukas is a speaker, activist, and creative leader with more than two decades of experience working across leadership, advocacy, and community impact. As the founder of award-winning creative agency A Great Idea, he partners with nonprofits, foundations, and purpose-driven brands to strengthen trust, deepen engagement, and turn values into daily practice.

As the author of upcoming *The Advocacy Advantage* and a TEDx speaker, Shane challenges organizations to move beyond transactional engagement and into relational strategy. Drawing from lived advocacy, creative leadership, and real-world organizational work, he speaks about collaborative storytelling, harm reduction, workforce resilience, and designing cultures that adapt and withstand change.

- **COLLABORATIVE STORYTELLING AS STRATEGY**
- **TURNING VALUES INTO PRACTICE**
- **BUILDING ADVOCACY-DRIVEN BRANDS**
- **LEADERSHIP AND EQUITY IN THE WORKPLACE**



GET TO KNOW MORE ABOUT **SHANE**

- Founder of A Great Idea, an empathy-led creative agency partnering with community organizations, foundations, and values-driven brands nationwide.
- Author of *The Advocacy Advantage: Building Brand Power Through Authentic Relationships*. Coming soon!
- TEDx speaker on inclusive hiring.
- Host of the *Power Beyond Pride* podcast.
- Featured in AP News, Yahoo! Finance, Business Insider, MarketWatch, and other national media outlets.
- Brings over 20 years of advocacy experience into organizational leadership and creative strategy.
- Believes real change happens when values are practiced, not performed.
- Has an impressive record collection.

TRUSTED BY TOP
COMPANIES AND ORGANIZATIONS

STREETFIGHT

Localogy

TEDx

CREATE GOOD

GDUSA
GRAPHIC DESIGN USA

SHANE'S SPEAKING
APPEARANCES

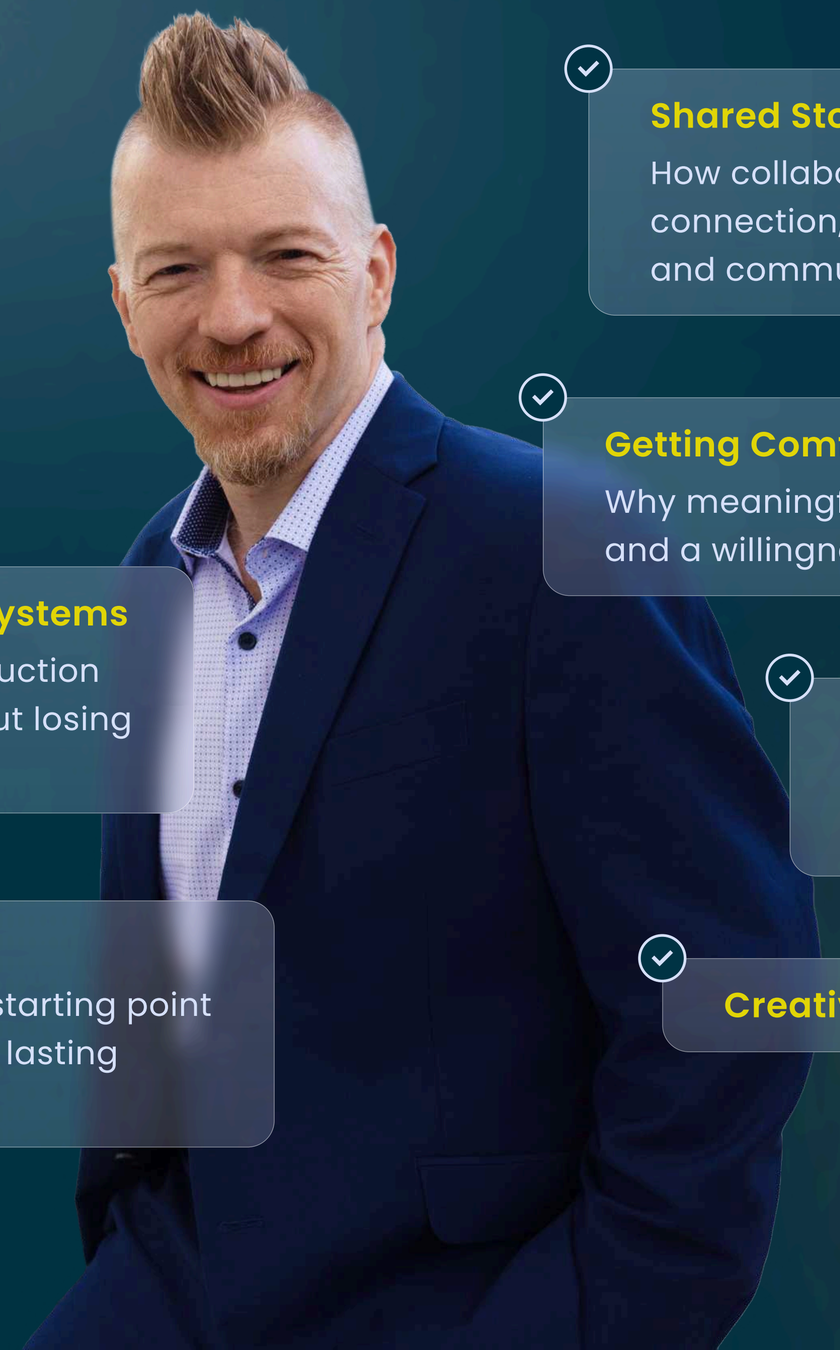
TEDx

Hiring sex workers: Good for business, great for our future

STREETFIGHT

Street Fight Live 2025

SHANE'S SPEAKING TOPICS



Shared Stories, Shared Power

How collaborative storytelling builds trust, connection, and action inside organizations and communities.

Getting Comfortable With the Uncomfortable

Why meaningful change requires courage, honesty, and a willingness to sit through the hard stuff.

Leading With Humanity in Complex Systems

Understanding how equity and harm reduction helps leaders navigate complexity without losing their people.

From Lone Voice to Collective Action

How leaders turn values, stories, and dialogue into tangible change.

Rethinking Who You Can Be

Why personal transformation is the starting point for human-centered leadership and lasting organizational impact.

Creativity as a Tool for Change

POWER BEYOND PRIDE

Power Beyond Pride is Shane Lukas's podcast exploring leadership, identity, advocacy, and culture through thoughtful, grounded conversation. The show highlights how shared stories shape communities and influence real-world decision-making, offering practical insight for leaders navigating complex systems.

APPLE | SPOTIFY | YOUTUBE | AMAZON

SHANE'S PODCAST
APPEARANCES

The Storytelling Lab

When Your Brand Design Tells the Right Story with Shane Lukas

Building Advocacy Beyond Pride

A Conversation with Shane Lukas

New Words, Unknown Impact

Navigating Government, Grant Funders, and Donor Advocates for Nonprofit Organizations

Freedom, the Future of Queer

and Great Ideas with PBP Co-Host Shane Lukas

SHANE HAS BEEN FEATURED IN

AP

yahoo! finance

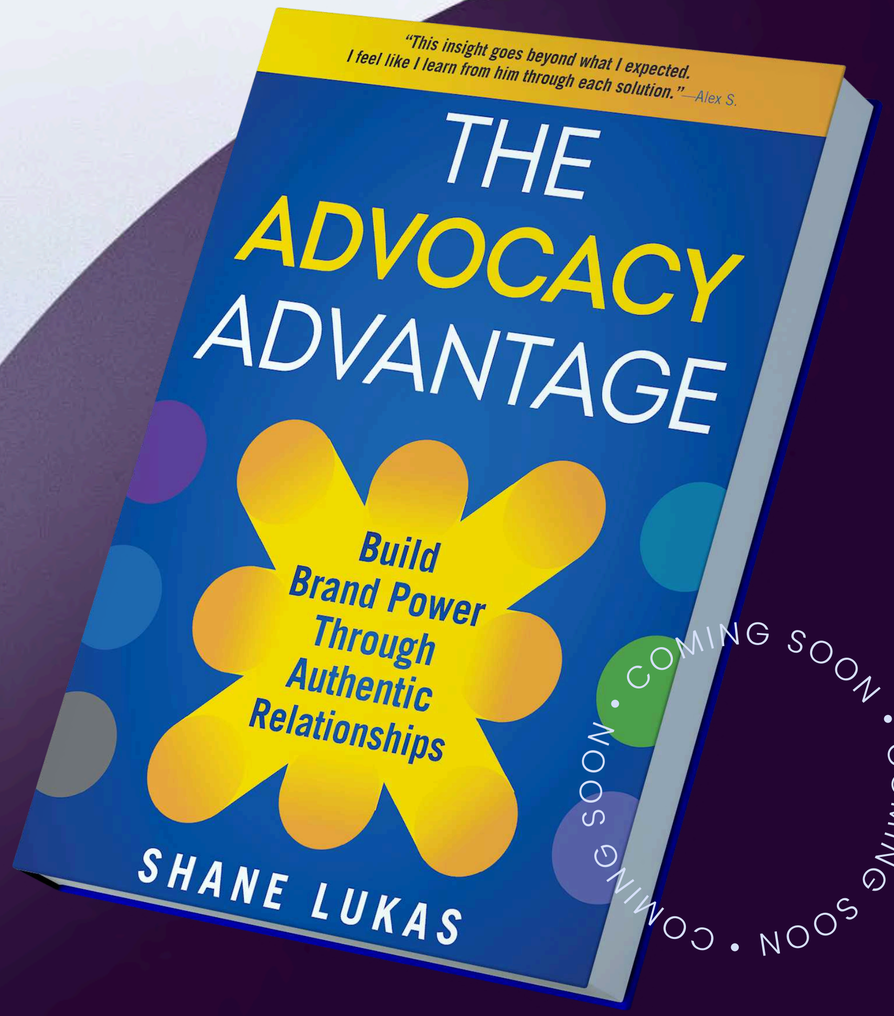
BUSINESS INSIDER

MW

BENZINGA

MORNINGSTAR®

StreetInsider.com



COMING SOON • COMING SOON • COMING SOON •

THE ADVOCACY ADVANTAGE

The *Advocacy Advantage* is a practical roadmap for leaders ready to move beyond transactional engagement and build advocacy-centered relationships that last. Blending research, brand strategy, and lived advocacy experience, Shane offers a human-centered framework for turning values into measurable impact.

WAYS TO WORK WITH SHANE

- KEYNOTE SPEAKING & MEDIA CONVERSATIONS
- WORKSHOPS & ORGANIZATIONAL INTENSIVES
- CREATIVE STRATEGY & DESIGN

WHAT PEOPLE **ARE SAYING**

Outstanding branding support under a frantic turnaround deadline. Communication was fantastic, and he brought wonderful life to our initial ideas.

— Phil Lacey
Artistic Director, Seattle Gilbert & Sullivan Society

Shane mapped out an easy-to-follow plan, delivered excellent products that consistently turn heads, and genuinely cared about our mission.

*— **Josh Gran***
Chief Strategy & Development Officer, People USA Rebrand & Website Development

Excellent communication, seamless process, strong finished product.

*— **Scott Kixmiller***
Kixmiller Coach & Consult

LET'S CONNECT

Want to work together?

Book a call or email to discuss potential partnerships for speaking events, podcasts, or media projects.

shane@agreatidea.com

https://shanelukas.com/

BE IN TOUCH

SHANE LUKAS