

## Patricia Wilson

TED Speaker and Former CEO of Make-A-Wish Greater Bay Area

**Becoming “Rich” in a Non-Profit Career (by robbing banks, kidnapping and other magic tricks).** Patricia tells of her professional journey in the non-profit sector and provides lessons on how to motivate, empower, and engage staff, volunteers, and customers. She also provides insight on how to secure in-kind support and sponsorships. The cornerstone of this talk is a behind-the-scenes look at the uplifting story of how she turned San Francisco into Gotham City to allow one 5-year old cancer patient the opportunity to live his dream: to be batman. In doing so, she inspired millions worldwide and the subject is a feature-length documentary: *Batkid Begins*. The audience will learn about how to manage a story if it goes viral, how to solicit for professional assistance for crisis communication, and how social media can be your friend. Lastly, this talk inspires the participants to engage in their own communities and be involved in the causes that are most important to them.

**Leadership Lessons from an Accidental CEO.** A robust and information-backed inspirational speech, Patricia Wilson shares the many lessons she has learned during her tenure in for-profit and non-profit leadership roles. She believes that the most valuable asset an organization has is its talent and says that her most significant accomplishment wasn't pulling off the famous Batkid wish but rather assembling the team that made it possible. Told through heart-warming stories from Make-A-Wish, she shares what to look for in the hiring process, the importance of building and retaining great teams, how to set the tone for your group, creating an atmosphere of excellence, and why it's good to sometimes be affectionately known as the “B.I.C.” With the mantra of “Give credit, don't take it,” her leadership lessons resonate across business sectors and inspires others to embrace leadership and become their own CEO.