

KEYNOTE SPEAKER · WOMEN'S LEADERSHIP

Anita Evans

CEO & Co-Founder, WOW Academy

Visionary Leadership Coach · Montréal, Canada



“It’s your airplane now.”

The four words that open her signature keynote, **Love vs. Fear.**

12

YEARS COACHING
LEADERS

250+

COMPANIES

20,000+

LEADERS COACHED

35+

HSP & CIRCLE OF
LEADERS PROGRAMS LED

THE SIGNATURE KEYNOTE

Love vs. Fear — choosing connection over protection

At ten, Anita said out loud she was going to be a pilot and was told only boys become pilots. At forty-five, she takes the controls. Her keynote gives every woman in the room the same moment: the old sentence falls away, and she hears ***“It’s your airplane now.”***

SPEAKS ON Visionary Leadership · Courage · Love vs. Fear · Leading by Intuition · Women Taking the Controls

LIVE ON STAGE **Love vs. Fear LIVE** · Segal Centre, Montréal · November 18, 2026

MEET ANITA

The woman who takes the controls

At ten years old, Anita Evans said out loud that she was going to be a pilot. She was told only boys become pilots. She carried that sentence for thirty-five years — and at forty-five, sitting on a runway, she heard her flight instructor say the four words that rewrote it: **“It’s your airplane now.”**

Today Anita is the CEO and Co-Founder of WOW Academy — World of Winners — a distinction-based leadership coaching school for visionary entrepreneurs, based in Montréal. For 12 years she has coached founders, executives and management teams across more than 250 companies, and more than 20,000 leaders have evolved in her rooms. She leads WOW Academy’s signature coaching programs, with more than 25 High Speed Performance programs and 10 Circle of Leaders programs to her name.

Anita is the creator of The Distinctionary — fifty distinctions for unlimited leaders — and co-founder of the Value Creation KIDS Foundation, which brings financial literacy to underserved children. She is a student pilot working toward her private pilot licence, and she brings that same courage to every stage: powerful, warm, direct, and free of the sentences that hold women back.

“Right now, am I moving toward connection — or toward protection?”

THE QUESTION EVERY ROOM LEAVES WITH

WHY ANITA FOR YOUR STAGE

Built for women who lead

She lives the message

Anita was told a dream belonged to someone else — and at forty-five she took the controls. Women see themselves in her story and leave ready to take their own.

She coaches real leaders, every week

This is no theory from a stage. Anita coaches management teams week in, week out — some for six years and more. What she teaches works in real companies.

One clear action, every room

WOW Academy closes every room with one clear action — specific, doable, real. Participants walk out with a decision, not just a feeling.

Delivered in person across Canada and the U.S., and live virtually. Ideal for women’s leadership conferences, women-in-business networks, corporate women’s leadership groups and entrepreneur summits.

SIGNATURE KEYNOTE

LOVE vs. FEAR

Choosing connection over protection — in leadership and in life

Every feeling a leader has is one of two: love or fear. Connection or protection. Anita opens on a runway — the moment her instructor hands her the controls — and takes the room through the single distinction that sorts every decision a leader makes.

For women leaders, the talk goes further. Every woman in the room carries a sentence she inherited, the way Anita carried “only boys become pilots.” Anita names it, shows where fear is flying the plane, and hands each woman back her own controls. The energy is high by design: Anita brings movement into the room, so the room stays alive from the first story to the final question.

WHAT PARTICIPANTS LEAVE WITH

01

The distinction that sorts every feeling

Love or fear. Connection or protection. A simple lens leaders use in the moment of every decision.

02

The inherited sentence

How to hear the old sentence running your leadership — and how to set it down for good.

03

Intuition as a leadership instrument

Your gut is data. Anita shows women how to lead from it with courage, clarity and speed.

04

One clear action

Every participant commits to one specific, doable, real action before she leaves the room.

FORMATS

Keynote	45–60 minutes	The full Love vs. Fear story and distinction, built for the main stage.
Extended keynote	75–90 minutes	Keynote plus live exchange with the room — participants practise the distinction on the spot.
Leadership workshop	Half day	A deep, interactive session for leadership teams and women's networks, closing on one clear action each.

FOR EVENT ORGANIZERS

Speaker at a glance

SPEAKER	Anita Evans, CEO & Co-Founder, WOW Academy
BASED IN	Montréal, Québec, Canada
SPEAKS	Across Canada, England and the U.S. — in person and live virtual
SIGNATURE KEYNOTE	Love vs. Fear: choosing connection over protection
TOPICS	Visionary leadership · Courage · Leading by intuition · Women taking the controls · Distinction-based leadership
CREDENTIALS	12 years coaching leaders · 250+ companies · 20,000+ leaders · 25+ High Speed Performance and 10 Circle of Leaders programs led
ALSO	Creator of The Distinctionary · Co-founder, Value Creation KIDS Foundation · Evolve in Coaching podcast
ON THE DAY	Wireless handheld or lavalier mic · confidence monitor facing the stage · clicker · open floor space at the front for movement
ASSETS	Headshots and promotional assets on request

SHORT BIO · FOR YOUR PROGRAM AND WEBSITE

Anita Evans is the CEO and Co-Founder of WOW Academy — World of Winners — a distinction-based leadership coaching school for visionary entrepreneurs based in Montréal. For 12 years she has coached leaders across 250+ companies, and more than 20,000 leaders have evolved through her coaching programs. Creator of The Distinctionary and a student pilot who took the controls at forty-five, Anita delivers her signature keynote, Love vs. Fear, to audiences across Canada and the U.S.

MC INTRODUCTION · READ ALOUD

At ten years old, our next speaker was told that only boys become pilots. At forty-five, she took the controls. Anita Evans is the CEO and Co-Founder of WOW Academy, a leadership coaching school for visionary entrepreneurs. For 12 years she has coached more than 20,000 leaders across 250 companies. Today she brings us her signature keynote, Love vs. Fear. Please welcome Anita Evans.

BRING ANITA TO YOUR STAGE

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Fees and availability on request. Reach out today to hold your date.