

CASE STUDY



LINDA HANNAH
SPEAKS

THE CROWN JOURNEY EXPERIENCE

**Delta Sigma Theta Sorority, Inc.
(Ann Arbor Alumnae Chapter)
& Circles Washtenaw County**

Client Context

Delta Sigma Theta Sorority, Inc. (Ann Arbor Alumnae Chapter) partnered with Circles Washtenaw County to host a multi-generational women's empowerment experience. Their goal was to create a space where women could reconnect with their confidence, strengthen their sense of identity, and build community across diverse backgrounds.

The event brought together sorors, community women, and Circles cohorts — many attending for the first time — for a shared experience centered on courage, purpose, and resilience.

LINDA'S ROLE

**Keynote Speaker & Experience
Facilitator Signature Keynote:**

**Hats Off to Your Brilliance™:
Confidence • Purpose • Resilience**

Linda delivered a dynamic, interactive keynote using her signature H.A.T.S.™ and Crown Journey frameworks. Through storytelling, guided reflection, and movement based engagement, she created a safe, joyful, and transformative environment where women felt seen, supported, and empowered.

Audience Voices

"Courage comes before confidence — that changed everything for me."

"I'm more than enough. I succeed by trying."

"She created a safe space for open and transparent conversations."

"Dynamic, inspiring, and unforgettable."

"Loved her! Please bring her back again."

"This event provided a safe space for women to open up."



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Objectives

The client sought a speaker who could:

- ✓ Strengthen confidence and self-worth
- ✓ Encourage courageous self-expression
- ✓ Build connection across groups
- ✓ Provide a memorable, actionable framework
- ✓ Create a safe space for transparent dialogue
- ✓ Deliver an uplifting, energizing experience

Linda's keynote aligned seamlessly with these goals.

Impact Highlights

- 100% of participants rated the program 5 out of 5
- The keynote was described as inspiring, relatable, creative, phenomenal, and transformative
- Participants reported increased confidence, renewed purpose, and deeper self-worth
- The H.A.T.S.™ and Crown Journey metaphors created lasting clarity and emotional resonance
- Multiple requests for "more time," "more dialogue," and "bring her back"
- First-time attendees expressed surprise at the depth of connection and empowerment they experienced

What Happened:

The experience invited women to explore:

the hats
they wear
daily

the crown they
often forget they
carry

the courage
required to step
into confidence

the identity
shaped by lived
experience

The message "Courage comes before confidence" became the defining moment of the event — repeated back by participants throughout the post event survey. Women engaged deeply with the metaphors, shared openly, and connected across backgrounds in ways the organizers described as "powerful," "transparent," and "transformational."

Outcome

The Crown Journey Experience strengthened community bonds, elevated confidence, and left participants asking for future sessions. Linda's message proved universally resonant across sorors, community members, and Circles cohorts — demonstrating her ability to create meaningful transformation across diverse audiences.

This case study now serves as a flagship example of Linda's impact and the power of her signature keynote, Hats Off to Your Brilliance™.