

# SHAWNETV 2025 IMPACT REPORT

# EMPOWERING LEADERS THROUGH HIGH-PRESSURE COMMUNICATION



# LETTER FROM OUR PRESIDENT & CEO

There's a moment in every high-stakes conversation where everything tightens, the room, the breath, the stakes. It's in that exact moment that leadership is revealed. Not by title, but by presence. That's the space I work in, the human pressure cooker where communication can either fracture trust or transform it. At ShawneTV, we help leaders do the latter.

And that moment, the one where pressure meets potential, isn't just happening in meeting rooms anymore. It's happening across the entire workforce.

Much like our workforce today...

We're navigating a time where pressure is constant, expectations are high, and trust is in short supply. The data is clear, psychological safety is one of the top predictors of high-performing teams, and yet only 26% of leaders are intentionally building it. Add in generational shifts, record levels of disengagement, and relentless disruption, and you've got one undeniable truth:

Resilience is no longer optional. It's a leadership strategy.

At ShawneTV, we specialize in high-pressure communication that builds trust where it's needed most. Whether it's navigating team conflict, equipping supplier leaders, or training executives to speak with clarity and presence, our work reaches across industries, across communities, and across cultures.

As a woman-owned business with a Nobel Peace Prize nomination and six EMMY® wins, we've reached over 100 million people a month with messages that model trust, empathy, and influence – especially in the moments that matter most.

Our impact report shares more than numbers. It shares the story of how emotional intelligence, Good Gossip Theory®, and leadership under pressure can transform not just companies, but culture.

Thank you for being part of that transformation.

Dr. Shawne Duperon  
President & CEO, ShawneTV



## Executive Summary

ShawneTV, founded by Dr. Shawne Duperon—a six-time EMMY® Award winner and Nobel Peace Prize nominee – is a woman-owned enterprise specializing in high-pressure communication, emotional intelligence, and conflict resolution. Our mission is to transform leadership communication, enabling organizations to foster trust, resilience, and inclusivity.

## Key Highlights

**Global Reach:** Our content and training programs have organically reached over 100 million individuals monthly across various social media platforms, promoting emotionally intelligent leadership.

**Leadership Development:** Delivered high-pressure communication training to over 10,000 leaders, enhancing team performance and psychological safety.

**Corporate Partnerships:** Collaborated with Fortune 1000 companies, including Stellantis, Merck, and Corteva Agriscience, to implement communication strategies that improve trust and retention.

**Innovative Frameworks:** Our proprietary tool, The Apology (You'll Never Receive)®, recognized with a Nobel Peace Prize nomination, is utilized globally to resolve workplace conflicts.

**Diverse Engagement:** Actively supported Employee Resource Groups (ERGs) and inclusive leadership teams, fostering environments where diverse voices are heard and valued.



## Economic Impact

**Job Creation:** Expanded our team by 15% in the past year, contributing to economic growth and providing opportunities in the communication training sector.

**Community Investment:** Allocated 5% of annual revenue to community outreach programs, including workshops and seminars aimed at empowering underrepresented groups.

**Digital Transformation:** Invested in advanced digital platforms to deliver virtual training sessions, increasing accessibility and reducing our carbon footprint.

## Social Responsibility

**Educational Initiatives:** Launched the Good Gossip Theory® series, educating audiences on the power of positive communication in personal and professional settings.

**Mentorship Programs:** Established mentorship opportunities for emerging leaders, focusing on emotional intelligence and effective communication strategies.

**Inclusive Content Creation:** Produced content that reflects diverse perspectives, ensuring representation and inclusivity in all our materials.

## Governance and Ethics

**Transparency:** Maintained open communication with stakeholders through regular reports and updates, ensuring accountability and trust.

**Ethical Practices:** Adhered to strict ethical guidelines in all operations, promoting integrity and responsibility.

**Continuous Improvement:** Implemented feedback mechanisms to continually refine our programs and address the evolving needs of our clients and communities.

## Looking Ahead

ShawneTV remains committed to empowering leaders to communicate effectively under pressure, fostering environments of trust and resilience. We will continue to expand our reach, innovate our training programs, and invest in initiatives that drive positive change in organizations and communities worldwide.