



Company Brand Resources

[Branding Guide for Get Deskly](#) (logos, headshots, and assets)

About Jennifer Bennett

Jennifer Bennett is a third-generation entrepreneur, married since 2007 and mom of two, who built her business while her kids played under her desk. Life did not wait for her business plan to be perfect, so she learned to build as she went.

Jennifer spent over 13 years in real estate, starting in 2009 and building her career while managing her own personal clients. In 2017, she joined a real estate firm and its sister agency run by the same partners and wore both hats from day one. On the firm side, she worked her way up to Executive Officer of Business Strategies at a company that operated across three states with over 300 agents. On the agency side, she helped create ads and coached over 5,000 real estate agents on lead generation, follow-up systems, and processes to maximize conversion.

After years of running at that pace across both companies, Jennifer had outgrown the role. When it became clear there was no seat at the table for the level of ownership she was ready for, she walked away and built her own.

With over 20 years of experience and a track record that includes managing operations for 1.2 million leads per month, Jennifer has seen what happens when systems break at scale and what it takes to design businesses that still work when life gets messy.

She is the founder of Get Deskly, a strategic mastermind built on lean systems, simple processes, and maximum impact. So leaders can grow without grinding themselves down. Jennifer is the co-owner (with her mom, Darlene Greer) of What's Happening in Bryan & College Station, the largest and most trusted Facebook community in the Brazos Valley with over 29,000 members, and leads the Local Leader Membership, a curated network for high-level entrepreneurs who value intentional connection over transactional networking.

Get Deskly helps high-level leaders grow with less grind and more ownership.

hello@getdesky.com | [\(979\) 800-3951](tel:(979)800-3951) | www.getdesky.com



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Jennifer does not teach theory. She teaches what she has lived: scaling with clarity, leading with confidence, and building a business that supports your life instead of consuming it.

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Selected Speaking and Hosting Experience

- Master Networks Masterclass – 2023
- BCS Chamber of Commerce Workshop – 2025
- Movement Maker Virtual- 2024
- Movement Maker Live- 2025
- Host of a Virtual Summit – December 2025
- Hosts Local Workshops for local business owners
- Monthly Local Connection + Give Back Events for the Bryan/College Station community: [View The Current Event](#)

Upcoming Speaking Spots – updated regularly as hosts allows announcement

- Hosting Meet Up at Social Media Marketing World 2026- link coming soon
- Speaking April 20-21 -Dallas

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Speaking Topics

Jennifer speaks on AI, systems, community, leadership, and legacy through the lens of lean systems, simple processes, and maximum impact. Her talks are practical, grounded, and designed to leave audiences with clear next steps.

AI & Systems (The "Work Smarter" Angle)

Best for: Tech-forward groups, marketing conferences, and operational masterminds.

"Authenticity at Scale: How to Use AI Without Losing Your Soul"

A practical talk on how to scale your message with AI while keeping your authority and voice intact. Jennifer teaches her "Human Check" process for ensuring content sounds like you before it goes live, so you build trust instead of noise. Includes a workshop option on building your brand's knowledge base to clone your logic, not just your output.

"Systems Before Software: Why Your Tools Aren't Saving You"

Most entrepreneurs collect tools hoping to fix broken workflows. This talk helps audiences move from "tool hoarder" to "system architect" by mapping processes manually first so that automation creates freedom instead of chaos.

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Community & Visibility (The "Local Leader" Angle)

Best for: Chambers of Commerce, networking groups, and brand-building summits.

"The Visibility Void: Why Paid Ads Fail Without Community Trust"

92% of people trust community recommendations over ads. This talk covers how to stop paying a "trust tax" and start building a referral engine using Jennifer's "Capture, Connect, Close" framework. Audiences learn why being the clear go-to choice in a curated community beats fighting for attention on the open feed.

"Relationships Over Transactions: The Art of Pre-Event Networking"

The real power move at any conference happens before you pack your bags. This talk gives introverts and high-level leaders strategies for curating rooms, hosting micro-events, and building deep connections before the main event starts, turning "attending" into "leveraging."

Leadership & Operations (The "Get Desky" Angle)

Best for: High-level masterminds, agency owners, and scaling entrepreneurs.

"Growth Without Guardrails is Gambling"

Drawing from her experience managing 1.2 million leads a month, Jennifer teaches how to reverse-engineer revenue goals instead of guessing. This talk covers the difference between "motion" (busy work) and "traction" (revenue activities) and how to set operational guardrails that prevent you from scaling your own burnout.

"From Overworked Operator to Visionary Owner"

A reality check on what happens when life hits and the business relies 100% on you. Jennifer walks audiences through practical steps to document, delegate, and delete so the business runs whether you are in the room or not.

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Legacy & Integration (The "3rd Gen" Angle)

Best for: Women in business, faith-based entrepreneur groups, and "mompreneur" audiences.

"The Myth of Balance: Why Integration is the Real Goal"

As a third-generation entrepreneur who raised her daughter under her desk, Jennifer shares lessons on integrating family into the business instead of keeping them separate. This talk challenges the "keep it professional" narrative and offers a framework for building a legacy your family is part of, not just the beneficiary of.

"Surrender to Rise: Leading with Clarity in the Middle of Chaos"

A vulnerable, leadership-focused conversation on the internal shifts required to scale. Jennifer shares what it looks like to move from controlling every detail to building a team and culture anchored in values like honesty and loyalty, and why real clarity often requires the hardest decisions.

Why Book Jennifer

Jennifer does not show up to motivate your audience. She shows up to equip them. Whether she is teaching a room of local business owners how to build referral engines or helping agency owners move from chaos to clarity, her message is the same: lean systems, simple processes, maximum impact. She has been in the trenches, managed the overwhelm, and built a business, a family, and a movement without sacrificing her soul in the process. If your audience is ready for honest, actionable, and deeply practical conversations about what it really takes to grow, Jennifer is your speaker.

Contact & Booking

To inquire about Jennifer speaking at your event, podcast, or mastermind:

Email: Hello@getdesky.com

Phone: [\(979\) 800-3951](tel:(979)800-3951)

Website: www.getdesky.com

Book: [Book a Speaker Call](#)

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YouTube Playlist with talks, interviews, and trainings:

<https://www.youtube.com/playlist?list=PLGb5r4nielq7GD5duHYMiu0BZUicyWfu>

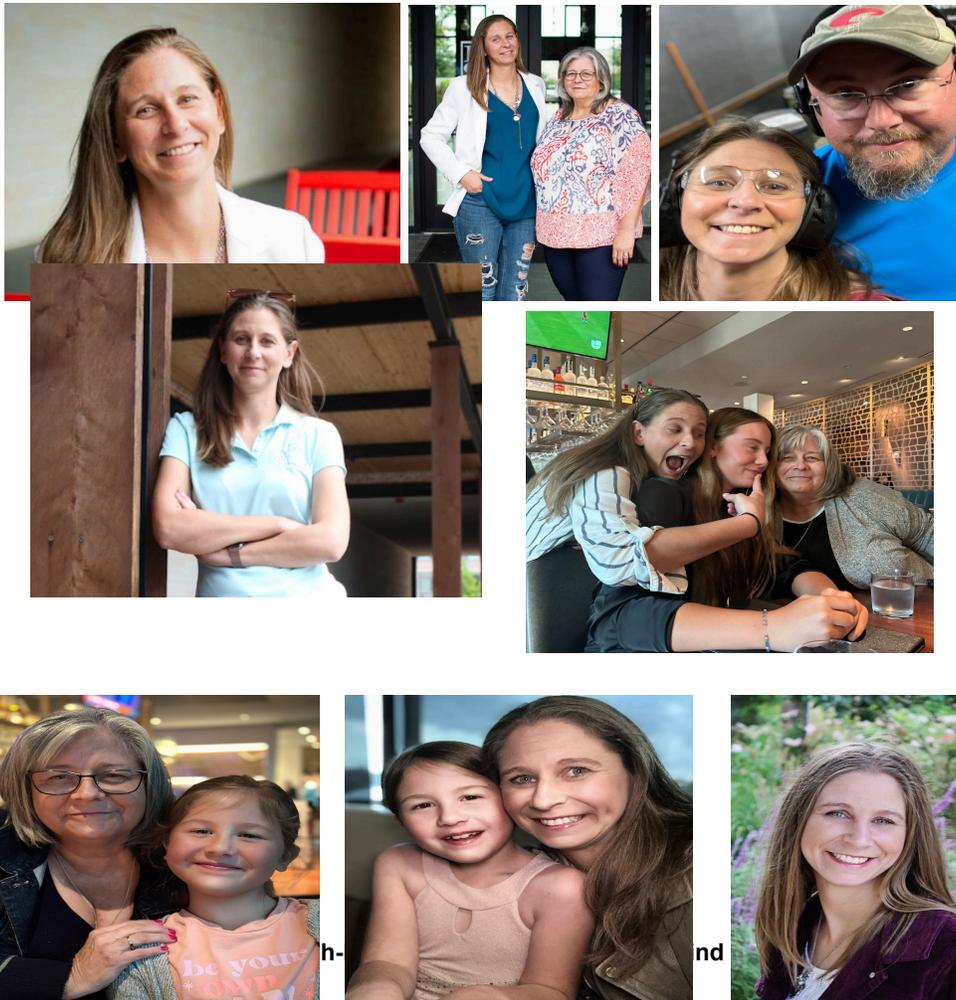
Lead Magnets

While this is my main lead magnet, do have others. Feel free to reach out to me and my team for one.

[Connect with Jen](#)

Exclusive Access

[Work Smarter: Inner Circle](#)



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