



SHAINA ROYALE

- SPEAKER KIT

**Bring Shaina Royale
to Your Stage**

GovCon clarity. Leadership fire. Tactical truth.



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SPEAKER BIO

Shaina Royale is a federal contracting strategist, entrepreneur, author, and speaker who turns complex systems into clear, executable strategies for business owners ready to compete at a higher level.

With more than 20 years of experience in leadership, logistics, military service, and global partnerships, Shaina has built her career around discipline, accountability, and execution. From serving as a military drill instructor to working as a diplomat, she learned how to lead under pressure, build strong systems, and deliver results when the margin for error was small.

She later brought that same discipline into government contracting. After immersing herself in the federal marketplace, submitting more than 100 proposals, learning through rejection, and refining her strategy, Shaina built an 8-figure business within 18 months.

Today, through GovCon Made Simple, she helps service-based entrepreneurs understand the federal marketplace, strengthen their foundation, and pursue government opportunities with greater clarity, compliance, and confidence.

Shaina doesn't just teach government contracting.

She brings more than two decades of leadership, real-world execution, and entrepreneurial experience to every room, giving business owners the clarity and strategy to stop sitting on the sidelines and start competing.



SPEAKER INTRODUCTION

Our next speaker knows what it means to lead under pressure, turn complexity into clarity, and execute when results matter.

Shaina Royale is a federal contracting strategist, entrepreneur, author, and speaker whose career spans more than 20 years of leadership, logistics, military service, and global partnerships.

From serving as a military drill instructor to working as a diplomat, Shaina built her career around discipline, accountability, structure, and results.

She later brought those same principles into government contracting. After more than 100 proposals, countless lessons, and relentless execution, she built an 8-figure business within 18 months.

Today, through GovCon Made Simple, Shaina helps service-based entrepreneurs understand the federal marketplace, become contract-ready, and pursue opportunities with clarity, compliance, and confidence.

She doesn't just simplify government contracting. She shows business owners how to stop sitting on the sidelines and start competing.

Please help me welcome Shaina Royale.



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KEYNOTE TOPICS

GOVERNMENT CONTRACTING MADE SIMPLE™

Demystifying the Federal Marketplace for Everyday Entrepreneurs

Forget the fluff. In this foundational keynote, Shaina unpacks the myths, missteps, and mindset gaps that keep small business owners locked out of the federal space.

Perfect for first-time founders, industry experts, and service-based CEOs who've "thought about" getting into government contracting but never had a real entry point.

Attendees Will Learn:

- Why 90% of entrepreneurs disqualify themselves before they even bid
- How to bypass the "SAM Trap" and get truly visible
- The core structure every federal—ready business needs
- Why most certifications are pursued too early (and what to do instead)
- How to prepare to win— not just to register

IDEAL FOR

Conferences, small business expos, economic development events, procurement and vendor days



THE COMPLIANCE ADVANTAGE

How to Build a Government-Ready Business Without Breaking the Rules

Most entrepreneurs are either terrified of compliance— or totally unaware of what's required. In this sharp, empowering session, Shaina breaks down the legal, operational, and ethical pillars of working with the federal government- without the jargon, overwhelm, or fear-mongering.

Attendees Will Learn:

- What compliance really means (and why it's your strategic edge)
- The fatal paperwork mistakes that tank your bids
- How to audit your own registrations for red flags
- What federal buyers actually care about (and what they don't)

IDEAL FOR

Industry-specific trade groups, incubators, women- and minority-owned business networks, accelerator programs



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FROM OVERLOOKED TO OVERBOOKED

Winning Federal Contracts Without Burning Out, Selling Out, or Waiting for a Seat at the Table

In this electrifying keynote, Shaina walks underestimated entrepreneurs through the mindset, mechanics, and momentum required to go from small business to serious contender in the federal space.

This keynote blends inspiration with execution and dismantles the three biggest myths that keep brilliant business owners on the sidelines.

Attendees Will Learn:

- Why the federal government may be one of the biggest opportunities your business is overlooking.
- What really holds entrepreneurs back from submitting bids (it's not what you think)
- A 3-part framework to position, price, and perform like a federal vendor.

IDEAL FOR

Small business expos,
entrepreneurship conferences,
minority business events





WHEN YOU BOOK SHAINA

- Deep subject-matter expertise without unnecessary complexity
- A commanding, engaging presence that equips and energizes the room
- Practical strategies audiences can put into action
- Content tailored to both emerging and experienced business owners
- Professionalism and preparation from inquiry through delivery
- A speaker who combines real-world experience, leadership, and execution

READY TO BRING SHAINA ROYALE TO YOUR STAGE?

If you're looking for a speaker who can bring clarity to complexity, challenge your audience to think differently, and leave them with strategies they can actually execute, Shaina Royale delivers.

For direct inquiries:

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Let's create an experience your audience will remember.



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