SPEAKER KIT · 2026



Samia A. Zahran

M.S., CCC-SLP

DECISION ARCHITECT

SPEECH-LANGUAGE PATHOLOGIST

When a decision stalls, it is usually not missing information. It is *Hidden Friction* — values pulling against each other, unnamed.

Keynotes, workshops, and executive trainings grounded in a decade of practice.

> **Values Arbitration™** — a structured way to decide between two or more values that all matter. Developed by Samia A. Zahran, M.S., CCC-SLP.

samiazahran.com/speaking

Cognitive Clarity Enterprises, LLC · Prepared for event organizers and program committees

ABOUT THE SPEAKER

A clinician's depth. *A strategist's clarity.*

Samia A. Zahran, M.S., CCC-SLP, is a Speech-Language Pathologist with over a decade of practice across pediatric, adult neurological, AAC, and cognitive communication settings. Her work spans direct care, caregiver training, organizational consulting, and the development of Cognitive Clarity™ — the decision architecture behind **Values Arbitration**, her method for resolving decisions in which two or more legitimate values are in conflict.

Her work starts from a single observation: when a decision stalls, the obstacle is rarely missing information. It is **Hidden Friction** — legitimate values pulling against each other without anyone having named them. Most decision training skips straight to weighing options. Samia's begins by finding the friction underneath them.

On stage, she translates that into sessions that are structured, person-centered, and immediately usable. Audiences leave with a shared language for organizing pressure, values, and information into decisions they can stand behind — and defend afterward.

CREDENTIALS

- M.S., CCC-SLP — ASHA-Certified
- Creator, Values Arbitration
- Executive-function coach
- 10+ years clinical experience
- AAC specialist
- Cognitive-communication specialist

THE METHOD, IN BRIEF

Values Arbitration runs in six stages. Audiences work through them in sequence, on a real decision, during the session.

GROUND · FRAME · AIM · ARBITRATE · MOBILIZE · RECALIBRATE

DELIVERY EXPERIENCE

- Staff and caregiver training developed and delivered in assisted living settings
- Clinical team consultation across rehabilitation and cognitive communication
- Family and caregiver training in pediatric and adult neurological care
- Organizational consulting on decision and communication process

Professional references and a recorded session excerpt are available to program committees on request.

UPCOMING

Dream Big Business Expo — Gas South Convention Center · September 24, 2026. Exhibiting; program committees are welcome to stop by the booth to discuss 2027 dates.

SIGNATURE TALKS

Named, outcomes-driven sessions *event planners can book.*

01 Cognitive Clarity in High-Stakes Decisions

CORPORATE · LEADERSHIP · STRATEGY

A practical framework for decisions where the stakes — and the scrutiny — are highest. Audiences learn to surface the Hidden Friction among the values actually competing, and to produce a decision record they can defend to a board, a family, or a regulator.

AUDIENCE TAKEAWAYS

- A values-first decision structure
- Tools to defuse escalation under pressure
- A shared language for defensible decisions

02 Communication as the Connective Tissue of Care

HEALTHCARE · REHABILITATION · CARE TEAMS

Drawing on a decade of speech-language pathology, this session shows care teams where communication actually breaks — between shifts, between disciplines, and between clinicians and families — and gives them repeatable structures for holding it together.

AUDIENCE TAKEAWAYS

- Person-centered communication models
- Strategies for complex care conversations
- Frameworks for caregiver and team alignment

03 Supporting the Whole Person in Cognitive Health

SCHOOLS · EDUCATORS · CAREGIVER COMMUNITIES

Executive functioning, cognitive communication, and advocacy — grounded in a decade of practice and the peer-reviewed literature it draws on. Educators and caregivers leave able to name what a student or family member is actually struggling with, and to ask for the right support in language the system responds to.

AUDIENCE TAKEAWAYS

- Executive-function support strategies
- Advocacy through structured communication
- Sustainable, person-centered practices

Custom sessions. Every talk above is tailored to your audience, outcomes, and industry context before delivery. Sessions built from scratch around a specific decision your organization is facing are also available.

FORMATS & SECTORS

Built for your stage, *scaled to your room.*

SPEAKING FORMATS

Keynote
45–60 minutes. Conferences, summits, and all-staff events.

Half-Day Workshop
3 hours. Applied session for teams ready to put the method into practice.

Full-Day Training
6 hours. Hands-on, with tailored exercises and team-specific application.

Virtual Session
Live or pre-recorded, for distributed teams.

SECTORS SERVED

Corporate & Business
Leadership teams navigating high-pressure, high-scrutiny decisions.

Associations & Conferences
Membership audiences and professional development programming.

Hospitals & Health Systems
Clinical teams and care partnerships navigating complex decisions.

Schools & Districts
Educators and administrators supporting students and families.

LOGISTICS

Availability
In-person and virtual, domestic and international. Please inquire early for prime dates.

Session Length
Keynote 45–60 min · Workshop 3 hr · Full-day 6 hr. Custom durations available.

Audience Size
From intimate leadership cohorts to full conference keynotes. No hard cap.

A/V Requirements
Wireless lavalier or handheld microphone; HDMI connection; projector and screen. Full rider provided on confirmation.

Travel
Based in Atlanta, GA. Travel and accommodation billed at cost for engagements outside metro Atlanta.

Lead Time
Six weeks preferred for tailored sessions; shorter timelines considered for keynotes.

FOR YOUR PROGRAM

Everything your committee needs, *ready to paste.*

BIO · 25 WORDS

Samia A. Zahran, M.S., CCC-SLP, is a Speech-Language Pathologist and Decision Architect. She created Values Arbitration, a method for deciding when two or more values compete.

BIO · 50 WORDS

Samia A. Zahran, M.S., CCC-SLP, is a Speech-Language Pathologist and Decision Architect with over a decade of practice in cognitive communication. She is the creator of Values Arbitration, a structured method for resolving decisions in which two or more legitimate values compete — now used by leadership teams, care teams, and educators.

INTRODUCTION · TO BE READ FROM THE STAGE

"Our next speaker spent a decade as a Speech-Language Pathologist helping people find words for the hardest moments of their lives — and then built a method for the decisions underneath them. Please welcome the creator of Values Arbitration, Samia Zahran."

ASSETS

High-resolution headshot, logo, and session descriptions: samiazahran.com/speaking. Please use the credential line "Samia A. Zahran, M.S., CCC-SLP — Decision Architect" in all program materials.

INVESTMENT

Engagements are quoted by format, audience, and the degree of customization involved. Bundled rates are available when a keynote is paired with a workshop or a follow-on session. Rates for schools, nonprofits, and association chapters are set separately — please ask rather than assume you are out of range.

TO BOOK AN ENGAGEMENT

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Not booking a speaker yet? Take the free **Decision Clarity Assessment** at **samiazahran.com/start** — a short set of questions that names the friction under a decision you are currently stuck on.