

# Dallas Knight – Keynote Speaker

(not so)  
Average Jane



Founder of (not so) Average Jane LLC & Operation Juliet 501(c)(3)  
Army Combat Veteran | Published Author | TEDx Speaker

**“Your past doesn’t define you—how you rise from it does.”**



Dallas Knight is a combat veteran, author of *Shattered Reflections*, TEDx speaker, and founder of (not so) Average Jane LLC. She has transformed her journey of resilience into a platform that inspires and empowers others. Drawing on her military background and personal story of overcoming adversity, Dallas brings raw authenticity, powerful storytelling, and practical takeaways to every stage.

As the founder of (not so) Average Jane and the nonprofit Operation Juliet, Dallas works to restore resilience through healing, purpose, and community—especially for those who feel unseen or uncertain about their next chapter. Her keynotes challenge audiences to reflect, rise, and take purposeful action.

## Signature Keynotes

### Anchored in Purpose

#### *Uncovering the Power of Living with Intention*

This keynote leads audiences on a journey to reconnect with their “why.” Dallas inspires listeners to discover deeper meaning in their personal and professional lives while equipping them with tools to pursue purposeful action. Audiences leave ready to engage more fully, lead with clarity, and embrace fulfillment.

### Diamond in the Rough

#### *Resilience, Leadership, and the Courage to Rise*

In this powerful keynote, Dallas shares her story of navigating hardship and rediscovering strength. Audiences are encouraged to see challenges not as endings, but as the polishing pressure that reveals their inner diamond. With humor, honesty, and inspiration, Dallas delivers a message of resilience that resonates across industries and generations.

*\*Follow-up workshops are also available for deeper, hands-on transformation.*

**“I didn’t just survive—I rebuilt. And now I show others how.”**

### Testimonials

*“Dallas’s message was so empowering – I resonated deeply, and it came at a point in my life when I really needed to hear it. She showed me that vulnerability is strength, not weakness.”* – Kendra W., Billings, MT

*“Dallas is so humble about her struggles, yet she stands as an empowered woman we all aspire to be. Her story reminded me to keep climbing every hurdle – and to teach my daughter to do the same.”* – Jess, Billings, MT

### Why Book Dallas?

- TEDx-level delivery
- Author with proven stage presence
- Practical takeaways
- Authentic, vulnerable storytelling
- Veteran perspective on leadership & purpose
- Workshop integration