

Media Kit

“There comes a point in every career when the cost of silence outweighs the risk of speaking up.”

Trisha Zulic, SHRM-SCP

Author | Speaker | HR Strategist | UnMuted Leader

A concise media resource for interviews, speaking requests, press features, and partnership inquiries.



Short Bio

Trisha Zulic, SHRM-SCP, is an HR strategist, speaker, instructor, and author of *UnMuted Leader: Lead So They Listen*. She helps leaders and organizations strengthen communication, elevate people strategy, and create cultures where insight is not ignored. Known for blending real-world business acumen with candor, humor, and practical leadership tools, Trisha speaks on executive presence, self-advocacy, workplace dynamics, and the cost of silence in leadership.

Medium Bio

Trisha Zulic, SHRM-SCP, is an HR strategist, speaker, instructor, and author whose work centers on one powerful idea: leaders cannot make the impact they are capable of making if they stay muted. Through her book, speaking, and advisory work, she helps leaders find language for what they know, communicate with clarity, and lead in ways that build trust, courage, and momentum.

With a background in human resources, leadership development, and strategic people operations, Trisha is known for translating complex workplace dynamics into practical insight that leaders can actually use. Her message resonates with HR professionals, people managers, executives, and professionals who have felt overlooked, underestimated, or unheard despite the value they bring.

As the voice behind *UnMuted Leader*, Trisha speaks and writes about leadership presence, people strategy, workplace influence, communication, and the tension between knowing and saying. Her work challenges leaders to stop shrinking, stop second guessing, and start speaking with the clarity and conviction their roles require.

Suggested Introduction

Please welcome Trisha Zulic, SHRM-SCP, speaker, HR strategist, and author of *UnMuted Leader: Lead So They Listen*. Trisha helps leaders communicate with clarity, influence with confidence, and lead in ways that ensure their voice creates impact.

Quick Facts

Book	UnMuted Leader: Lead So They Listen
Focus	Leadership, workplace voice, influence, people strategy, and communication that moves decisions
Available for	Podcast interviews, keynote and conference speaking, panels, media features, and workshops
Contact	Info@unmutedleader.com UnMutedLeader.com

Signature Topics

Topic	Description
The message behind UnMuted Leader	Why capable leaders go unheard and how to reclaim voice, presence, and influence.
What looks like alignment is often learned silence	How organizations confuse compliance with true engagement.
HR is not overhead. It is strategy.	A sharper case for people strategy as a business driver.
The cost of saying no too quickly	How leaders can stay principled without shutting down conversation.
Lead so they listen	Practical tools for executive presence, credibility, and communication that moves decisions.
Self-advocacy with class and confidence	How to challenge, clarify, and influence without losing your voice.

Podcast and Interview Talking Points

- Why leaders self-mute even when they know the answer
- How to speak up without becoming abrasive or performative
- What people leaders wish executives understood
- Why communication failures are often leadership failures
- The invisible labor of translating between employees and leadership
- How silence can look like alignment when it is really fear, fatigue, or resignation
- Practical ways leaders can create more trust, ownership, and voice

Sample Interview Questions

- What does it mean to be an UnMuted Leader?
- Why do so many capable leaders hold back even when they have value to add?
- How can leaders push back or challenge decisions without damaging relationships?
- What role does HR play in helping organizations hear what they need to hear?
- What do you hope readers take away from UnMuted Leader?

Media Kit Asset Checklist

- Official headshot, high resolution
- Book cover image
- Short bio and medium bio
- Speaker one sheet
- Podcast topics and interview sheet
- Brand logo or wordmark, if desired

Contact and Links

Email	Info@unmutedleader.com
Website	UnMutedLeader.com
Podcast	Coming soon
Social	LinkedIn: Trisha Zulic Instagram: Trisha Zulic