

# Lisa Lockwood

**Speaker, Author, Reinvention Expert**



## **Real Life Charlie's Angel Teaches the Power of Reinvention**

From a difficult childhood and an abusive relationship to beauty queen, war veteran. S.W.A.T. team member and undercover cop, Lisa Lockwood reveals how taking control of your life is just a decision away

Lisa Lockwood is an inspirational speaker. The members of my women's network were simply awestruck at Lisa's inner strength and phenomenal courage. Lisa will capture the heart of any audience and motivate them to conquer any conceivable obstacle.

**- Sherry Thacker, President and Founder of The Women's Entrepreneurial Networking System**

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## About Lisa

Lisa Lockwood is a Speaker, Author and Reinvention Expert. With the charisma, drive and eternal optimism she has dedicated her life to mastering, Lisa has been enjoying the recent success of her latest reinvention, her published memoir, ***Undercover Angel: From Beauty Queen to SWAT Team.***

Lisa's enigmatic path serves as an inspirational example of how she successfully combined two elements; optimism and reinvention to reach unparalleled heights.

### Career Honors

#### Law Enforcement:

- Officer of the Year 2002
- Grand Cordon (2)
- Exceptional Service (3)
- Unit Citations (2)
- Master of Science

#### Military Service:

- U.S. Air Force - Airman of the Year Worldwide 1992
- Airmen of the Year base-wide 1991
- Air Force Commendation Medal 1993
- Good Conduct Medal 1989-1993
- National Air Defense Medal 1992
- Southwest Asia Service Medal 1992
- Outstanding Service Medal 1990
- Veteran of Foreign Wars - Operation Desert Storm 1992



## Interview Lisa

Renowned reinvention expert Lisa Lockwood wants your audience to know: **you can transform your life to achieve success and happiness by embracing change.**

Lockwood is a shining example of achieving a fulfilling life through reinvention and shares her experiences and challenges to audiences, demonstrating how reinvention is the key to happiness.



### **Lockwood can discuss topics including:**

- Discovering who you are today, understanding why you're there, and learning where to go next.
- Overcoming seemingly insurmountable challenges to achieve success.
- Rising above your past to win in the future.
- Pursuing your dream career despite the odds.
- Adapting to any situation and finding the positives.
- The six 'keys' to reinvention.

### **Lisa will also discuss her exciting life stories including:**

- Serving as the first (and only) member of her SWAT team.
- Recounting her exciting undercover operations including infiltrating drug rings, catching pedophiles and posing as a prostitute, Hooter's waitress, and girlfriend to thugs.
- Serving as a heavy equipment operator in the US Air Force during Operation-Desert Storm and receiving the Airman of the Year award.
- Enduring a difficult upbringing and abusive relationship and emerging as a true 'life achiever'

*Book Lisa!*

[info@lisalockwood.com](mailto:info@lisalockwood.com)

## About The Book



Reinvention is challenging and often overwhelming, but author, speaker and reinvention expert, Lisa Lockwood makes it easy for anyone to reinvent their personal and professional lives. She penned her inspirational reinvention story in her memoir ***Undercover Angel: From Beauty Queen to SWAT Team.***

Through her book, she reveals a true-life story of a woman who uses her beguiling femininity to take on the Mafia, infiltrate drug rings, and apprehend Internet child sex offenders. The edgy, often humorous narrative describes how Lockwood overcame the obstacles of her poverty-stricken childhood to become a Miss Illinois-USA contestant, a U.S. Air Force Desert Storm veteran, the first (and only) female member of a S.W.A.T. team, and a highly decorated narcotics and undercover detective in the Chicago area.

In her book, Lockwood provides readers with a roadmap to reclaim their life and achieve fulfillment. Her six 'keys to reinvention' include:

- 1.) Take Some Uncalculated Risks
- 2.) Say "Yes" Before Your Brain Can Say "No"
- 3.) "Act As If You've Done It Before"
- 4.) Become Thick Skinned
- 5.) Go Against the Current
- 6.) Live Extreme

*Undercover Angel* can be purchased from [amazon.com](http://amazon.com), [barnesandnoble.com](http://barnesandnoble.com) and ordered through any major bookseller

REVIEW COPIES AVAILABLE UPON REQUEST

# Keynotes and Programs

## Reinvention 101

### Overview of the Presentation

We've all done it. Reinvented ourselves, that is, in some way, shape or form. Many of us have had both great successes and *learnings* adapting to our new identities. In Reinvention 101, you will learn what causes the need to reinvent, how to reinvent effectively and the tell-tale signs of when it's time to do it again.

### Major Topics

- Discover who you are today
- Understand why you're there
- Learn where to go next

### Benefits

- A set of effective tools to intentionally reinvent
- The ability to recognize when it's time to reinvent

This dynamic presentation leaves audiences inspired and motivated to live the fulfilling lives they desire! This universally uplifting talk has inspired thousands of people around the world. Available as a Keynote, Workshop Session or One-Day seminar

### Additional Programs Include:

- Reinvention 101 with Lisa's 6 Success Secrets (as told on CNBC)
- Undercover Angel—From Beauty Queen to SWAT Team...a true story
- Be Your Own Hero-Domestic Violence Awareness

Book Lisa:

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## Lisa in the News



*Chicago Tribune, Today's Chicago Woman Magazine,  
Police Magazine-over 100 radio shows*

Watch the Undercover Angel Book Trailer and view Lisa's appearances at  
[www.lisalockwood.com](http://www.lisalockwood.com)



## What People Are Saying

Lisa Lockwood has denied the status quo regarding women breaking into some of the toughest male-dominated careers; military, police and SWAT. Her career achievements are unparalleled in regard to her roots; welfare, child abuse and domestic abuse to Airman of the Year-Air Force wide, Officer of the Year (police) and first female on her departments SWAT Team. If you're looking for someone who can teach inner strength, courage and faith, through the vehicle of sharing personal stories and remarkable tools for success, Lisa is right for you.

- **Tracy Reilly, J.D. Professor of Law, University of Dayton, OH**

Lisa Lockwood has the ability to reach the male & female population through her ability to speak candidly about working in male-dominated careers. Although her circumstances warranted male bashing, she looks at every aspect of her life as a gift and would never consider blaming, complaining or criticizing the people or challenges she endured. Now that is the epitome of class! Lisa's message of hope, courage and faith to college students is in a class of its own. Hire her today!

- **Wilson Ramcharan, [www.Transforming-Events.com](http://www.Transforming-Events.com) West Island, Canada**

Who wouldn't be captivated by a rags-to-riches story of a poverty-challenged beauty queen who overcame the toughest odds to become a standout detective in one of the largest cities in North America? Her detective, SWAT and life experiences weave drama, and ethical emotion into an inspiring lecture. Couple her speaking talent with her beauty and brains, you have the making of a world-class speaker in Lisa Lockwood.

- **Mark Yegge, Entrepreneur, Destiny Creation, Tampa Bay, FL**

As a person Lisa Lockwood is somewhere between "too good to be true" and "ya can't judge a book by its cover". Lisa's professional resume has been all about a strong, intelligent, focused young lady succeeding in a man's field. She has a remarkable sensitivity or what other people are going through and a source of compassion and caring for all who are around her.

- **John J. Burgess, Burgess Engineering Group, Mission Viejo, CA**

After an outstanding career as a patrol officer; she was assigned to the department's drug unit where she distinguished herself as both a case officer and an undercover officer. I was forever amazed at the cases and offenders that she and her partner ensnared. From small time drug dealers to organized crime figures; they made an impact that was far beyond anyone's wildest expectations. Tough, honest, tenacious, bright with a great sense of humor and the desire to excel describes a damn good cop and Lisa Lockwood certainly fits that description! She is a loss to law enforcement but sure to be a success in the literary field if I know Lisa!

- **Timothy J. McCarthy, Chief of Police, U.S. Secret Service (Ret)**

# Excerpts from Lisa's Memoir

## ***Undercover Angel: From Beauty Queen to S.W.A.T. Team***

### **GI Jane Training In The Air Force**

A drill instructor approached, "hang up the phone, your time is up!"

"I have to go Mom, they are hollering at me to hang up." I surrendered the phone to the next crying victim in my squad. I was a mess, sobbing uncontrollably as the angry drill instructor ordered me to move into another line. I desperately wanted my mommy. Trembling and on the verge of hyperventilating, I marched into the next formation and stood alone among hordes of strangers where I experienced my first encounter with inner courage. It was then I decided that I was doing this thing until the bitter end. I could not return home a quitter. All we needed to do to survive the six weeks was to be compliant, subservient, offer no excuses, take responsibility for every act, and do exactly as ordered.

### **Competing in the Miss Illinois USA Pageant**

A whole new world was opening up for this dark blonde, 110 lb., 5'5, brown-eyed, eighteen-year-old girl. The one striking physical quality that I was often recognized for was my prominently high cheekbones. I received these from Dad's gene pool. His parents were a mixture of Swedish, English and Native American Indian (Cherokee). Mid-fall, Mom and Dad dropped me off at the venue to prepare for the three-day pageant event. I was awestruck as I was shuttled between various registration points with the other 204 contestants from across Illinois. Many of the women exuded refinement and wealth, as indicated by their Louis Vuitton luggage and "to-die-for" business ensembles. This made me question my acceptance into the pageant. Beauty, poise and personality were the only requirements for the competition. I thought I possessed all of them, but suddenly I was feeling less than adequate. Who was I, anyway? I was eighteen, living at home, attending a community college while working as a waitress. Was this the making of a Miss Illinois winner?

### **Promoted To SWAT**

I expected some slack from the men, but still felt hurt and betrayed. I'd been helping them train, socialized at lunch with them and even took off into the woods to relieve myself, trying to fit in. I was OK as their role player, but that was it. All they knew was an all-male team and that's exactly how they wanted to keep it. I knew the team leaders were looking for a levelheaded team player who had proven him or herself effective through proactive police activity and dedication to the department. It was the team members that wanted to keep it a boys' club. As much as I wanted to believe the guys would perceive me as an equal, the reality was that it wasn't going to happen. If I was selected, it would be like starting all over again. Yet another time for me to prove myself in a man's world.