

CONFIDENCE COMEBACK

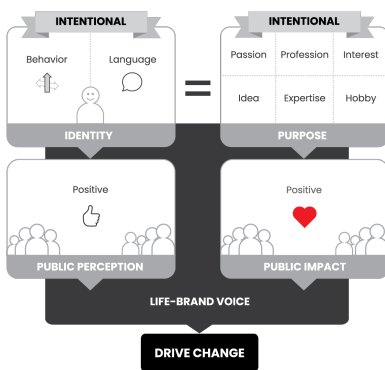
Keynote

The secret to accelerated career development

THE DILEMMA

It has been known for decades that there is a lack of gender parity in the workplace and an underrepresentation of females in leadership. We are dealing with the pay gap, and the global pandemic has impacted the working environment for women even more in ways we didn't even think possible. Besides external influences on women's progression, research has shown that confidence, self-belief, and comfort with self-promotion are significantly impacting how women at all levels maneuver their careers and are able to take risks as they advance their professional goals. With current research suggesting that confidence levels can only rise with age and experience, can women position themselves confidently feeling equal to their male counterparts throughout all career stages? **YES. The answer is by controlling one's life-brand.**

TAKE AWAY



- Understand the current landscape of gender parity in business
- Learn how our confidence and self-belief are shaped from an early age impacting how women position themselves compared to their male peers in business
- Gain clarity on how a controlled life-brand can become a confidence fuel for women at any career stage
- Find out how one's life-brand leads to our true purpose in life and master the skill of controlling it effectively on a consistent basis
- Understand the impact a controlled life-brand has on the next generation of females and gender parity as a whole

THE AUDIENCE

Irina has a strong passion to support women and enable gender parity and equality in business. This drives her narrative in this keynote. She presents the concept of life-brand as a new form of drawing confidence and teaches a step-by-step approach that enables her audience to control their own life-brand immediately. This powerful talk will leave women of all career stages inspired to take action to make a significant contribution to gender parity through their own career advancement inspiring other women to follow their lead.

