

# The Smart Woman's Confidence Conundrum

*Navigating the social contradictions of what we could and should be*



**1 Hour KEYNOTE - Onsite or Virtual**

Society rewards women for being accomplished, but if you promote your accomplishments too proudly, you're criticized for it. Every day, at work and at home, you are surrounded by conflicting messages: Be a badass, but don't be a bitch. Be authentic and fake it 'til you make it. Be a supportive partner, colleague, parent and friend but prioritize your own wellbeing. And while they're at it, reduce stress, be grateful, find a purpose, create a personal brand and do everything with style and executive presence.

*No wonder women are confused, and their confidence is compromised.*

In this keynote, The Confidence Expert, Alyssa Dyer, discusses what can be done to manage this cognitive chaos. She'll debunk the social myths at the root of the chaos and share the science & secrets that will give you Real Confidence, right now.

## Attendee Outcomes:

- Recognize the conflicting social objectives that sabotage women's confidence.
- Be able to decode the messages that create undesired behaviors and how to intercept them.
- Calibrate your priorities and partner with your inner critic in a productive way.

## Content endorsed by leading experts at:



- Harvard Business School & Medical School
- MIT Entrepreneurial Center
- Wharton Executive Education
- Wharton Neuroscience
- UPenn Innovation Center
- UC Berkeley Executive Ed Advisory Board
- HR & Diversity leaders at leading orgs & higher education institutions

*"Alyssa spoke to 1,800 of our associates and we are seeing the benefit. One woman gained confidence to go for the job at Staples she always wanted – and got it!"*



Kelly Mackey  
Sr Director, Finance, Strategy & Operations  
**Staples**



[See additional client list](#)

[Watch TEDx talks and speaking video](#)



**Alyssa Dver**

- Founder & CEO, American Confidence Institute
- Founder & Chair, ERG Leadership Alliance, the global association for employee group champions
- 8-time author, 2-time TEDx speaker, trained/coached 350,000+ individuals
- Real Confidence podcast host
- IT Cosmetics Confidence Educator & L'Oréal spokesperson
- Stevie Award for Thought Leadership
- MIT & Wharton Innovation Advisor
- Former Chief Marketing Officer for tech & HR companies



### Why this keynote is highly effective:

- Everything is backed by science, data, and recognized experts.
- Thoughtfully-placed interaction keeps participants engaged while also giving peer perspectives.
- Real-world role plays effectively apply learnings that empower participants immediately and forever.
- Participants appreciate the value in all aspects of work **and** overall life.

*“Alyssa, I cannot say how much you impacted and inspired me last week in NYC. Since then, I've been spreading your nuggets of wisdom around to everyone who will listen. I literally pulled out your worksheet today and pointed to the brain diagram while talking to someone this morning. I'm so grateful to have met you.”*



Kate Smith  
Preconstruction Manager  
**Gilbane Building Company**

*“Alyssa’s unique style of balancing neuroscience with her personal experiences in building confidence brought home relevant concepts for attendees to apply to their professional and personal lives. It was a captivating presentation that had our attendees engaged and inspired!”*



Phil Bongiorno  
VP, Policy and Government Relations  
**Academy of Managed Care Pharmacy**

*“Confidence is at the heart of engagement and productivity. This is must-do training for any company that is serious about professional development.”*



Lawler Kang  
Former Head of People  
**Rue La La**

*“I loved everything you taught and shared. Thank you for a great experience”*



Zenovia Rios  
Supply Chain Manager  
**Baystate Health**