

Iris Gathing

Founder, These Queens Mean Business | Creator and host, *The Power Within Experience*



Helping accomplished women stop shrinking, speak with authority, and become **unforgettable**.

Done being the best kept secret.

WHY IRIS, WHY NOW

Iris speaks to women 45-65 who are highly competent yet chronically overlooked - in the workplace, in business, and in rooms they have already earned the right to enter. Her work turns visibility from vague advice into a learnable practice.

2 books

Recognition, reflection, and practical change

Senior-level instructional designer

Learning designed for lasting change

Certified image consultant

Presence, image, and nonverbal impact

One precise audience

Women 45-65 ready to be seen

SIGNATURE CONVERSATIONS

The Invisible Ceiling

Why competence alone does not create visibility after 45 - and what women can do when their company treats them like its best kept secret.

Done Being the Best Kept Secret

A practical path from overlooked to unforgettable, without performing, posturing, or becoming someone else.

The Mirror Never Lies

How posture, personal presentation, and apologetic language communicate shrinking before a woman says a word.

Indispensable but Invisible

When reliability earns more unseen work instead of advancement - and how to make value visible on purpose.

WHAT YOUR AUDIENCE WILL LEAVE WITH

- A way to recognize the patterns that keep capable women overlooked.
- A reframe: visibility is not vanity; it is part of leadership.
- Simple language and presence practices to use in the next meeting.
- Permission to stop managing the room's comfort at their own expense.

ABOUT IRIS

Iris Gathing is a senior-level instructional designer, certified image consultant, author, and founder of These Queens Mean Business. She blends expertise in learning, image, and presence with lived experience to help accomplished women stop shrinking and show up with intention. She is the author of *The Power Within You* and *Stop Being Overlooked - Start Being Unforgettable*, and creator and host of *The Power Within Experience*.

QUESTIONS HOSTS CAN ASK

1. How can a highly competent woman become her company's best kept secret?
2. What does the mirror exercise reveal before a woman ever speaks?
3. When does being indispensable start working against advancement?
4. How can women practice visibility without feeling self-promotional?
5. What is one shift a listener can make in her very next meeting?

BOOK TIE-INS

The Power Within You

A story-led invitation to recognize yourself, feel less alone, and learn from lived experience.

Stop Being Overlooked - Start Being Unforgettable

A practical guide for women ready to change how they show up.

Speaking and guest inquiries

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These Queens Mean Business
The Power Within Experience