



Katy A. SHAPIRO

KEYNOTE SPEAKER
WOMEN'S LEADERSHIP,
VISIBILITY & CAREER STRATEGY

Women are already leading, performing, and driving results.

The advantage comes from knowing how to build authority, visibility, and growth inside systems built without them in mind—without conforming or compromising.



FLAGSHIP KEYNOTE

Succeeding Without Conforming:

How Women Build Authority, Advance, and Drive Impact at Work

This keynote empowers women to:

- Build authority without conforming
- Increase visibility and influence
- Position for advancement and opportunity
- Drive impact that strengthens both individual growth and business performance

This is a **strategic approach** to navigating systems as they exist while creating momentum that expands opportunity.

SIGNATURE SESSIONS

Each topic can be delivered as a keynote or interactive workshop based on audience and objectives.



Own Your Advancement: Positioning for Promotion, Pay, and Opportunity

- Understand how promotion and compensation decisions are made
- Increase visibility and recognition of your contributions
- Communicate impact with clarity and confidence
- Position for advancement internally and externally
- Navigate bias and advocate strategically



Communicate with Authority: Influence, Perception, and Decision-Making

- Understand how advancement is influenced over time
- Identify patterns that unintentionally weaken authority
- Communicate decisions with clarity and conviction
- Use emotional intelligence to influence outcomes
- Navigate career decisions with clarity and strategy



Strategic Career Growth: Building Momentum, Opportunity, and Long-Term Advancement

Take control of your trajectory with intentional, strategic career decisions.

- Understand how advancement actually happens over time
- Strengthen positioning within your organization
- Maintain a strong external market presence
- Leverage relationships, mentorship, and sponsorship
- Navigate career moves with clarity, timing, and intent



OUTCOMES

Participants can expect to:

- **Increase visibility**, confidence, and strategic positioning at work
- **Strengthen communication**, authority, and influence in high-impact environments
- **Identify** and break patterns that limit growth and opportunity
- **Position** for promotion, compensation growth, and expanded leadership opportunities



CREDIBILITY

Katy holds a **Master of Science in Human Resources Management** and brings 20+ years of experience in talent acquisition, leadership strategy, and workforce performance.

As a woman who has built her career inside corporate environments while also designing and leading recruiting systems across private and Fortune 150 organizations, she brings a rare dual perspective: she understands both what women are navigating and how the systems shaping visibility, evaluation, and advancement actually work.

BOOK KATY



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**UNAPOLOGETIC
AMBITION**