



IRINA SORIANO

SPEAKER SHEET

INSPIRE YOUR

people

EMPOWER YOUR

leaders

GROW YOUR

company



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Author and *TEDx* speaker Irina Soriano's keynotes are equally inspiring and actionable. Virtually or on stage, Irina's passion for enabling others to control their "life-brand" (digital fingerprint) coupled with her global career spanning EMEA, Asia-Pacific, and the US allows her to create a unique and authentic experience for her audience. She shares research and studies, relatable stories that bring her talks to life, as well as a step-by-step approach to take full control of one's life-brand to drive career progression, influence, and ultimately an organization's brand recognition through social media.

Her talks are designed to:



Create awareness of the concept of life-brand and the unknown power of one's digital fingerprint to support career acceleration through building strong self-confidence while helping one's organization unleash brand value on a global scale no matter of role or tenure



Drive overall employee engagement, retention and motivation by helping leaders create equal opportunity work environments for their people according to their true potential



Help companies unleash unique global brand value through the power of social media by celebrating their people's life-brands and creating a culture of collective branding all employees can contribute to

Irina Soriano's keynote presentations are customized based on two keynotes that are tailored to specific audiences:

1 | LEADERS & EMPLOYEES

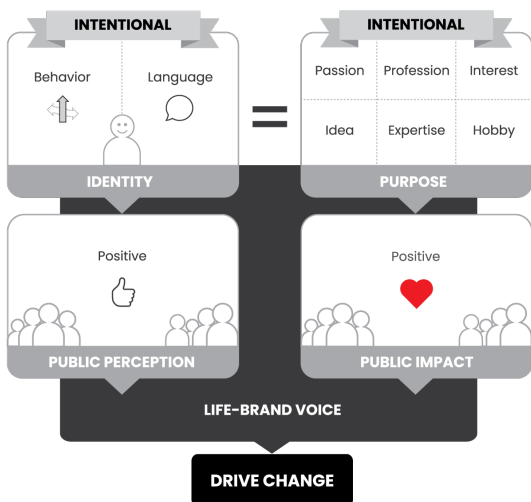
2 | WOMEN



CONTROLLING YOUR *Life-Brand*

The concept of life-brand expands the definition of personal branding as an intentional effort built upon a specific purpose to contribute to the conversation on social media, to boost (early) confidence, influence others, and help uplevel one's company's global visibility representing it online.

CONTROLLED LIFE-BRAND



Life-brand develops itself *with or without* one's control, *with or without* intention. Life-brand also takes into account one's public display of **(un)**intentional language and behavior. Once understood and fully controlled, life-brand is a powerful tool for all individuals with social media access to create a unique life-brand voice that reaches their online community, potential prospects, and customers.

Irina lays out an easy-to-follow step-by-step approach that anybody can implement **TODAY** to define one's purpose and identity as the foundation of their life-brand. She goes further sharing tips and tricks to help drive brand recognition and visibility for one's organization through active life-branding on social media.





LIFE-BRAND *Keynote*

The unspoken potential of a strategic life-brand

THE DILEMMA

We have experienced a significant shift towards digital selling, especially in B2B. What began with a response to the global pandemic has become a standard way of doing business: driving business growth through digital engagement. Social media has become the ultimate tool for prospecting and selling. Organizations have also come to the realization that not just sellers, but every single employee, are representing their company online with whatever they share on private or public social media platforms. The challenge is to bring awareness to this opportunity and to leverage a unified market presence that is driven by every individual in the organization. How can this be accomplished? **By controlling your life-brand.**

TAKE AWAY

- Learn how digital engagement has changed the way we do business for good
- Understand the definition of our individual life-brand and gain awareness of its existence and power
- Get enabled on how a controlled life-brand impacts career advancement and business growth
- Gain clarity on life-brand missteps and their potential impact
- Learn the easily adopted step-by-step approach to a fully controlled life-brand that can be implemented **TODAY**
- See the potential business impact a life-brand can have on buyers and their perceptions of the company, its products and services

👍 ❤️ 💬
**Generation
BRAND**

Gen Z
Millennial
Gen X
Boomer

available at
amazon



THE AUDIENCE

Designed for leaders and employees. The session is customized to an organization's specific culture challenges based on pre-calls and research.



CONFIDENCE COMEBACK

Keynote

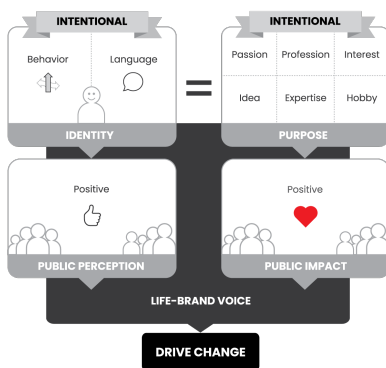
The secret to accelerated career development



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.

