

## Lisa Sun

Founder & CEO, GRAVITAS, Former Associate Principal at McKinsey & Company

**Choosing Self-Confidence.** Within us all exists a lifelong struggle between being self-conscious and self-confident. Open, honest, and funny, Lisa Sun shares the techniques she and her many clients have used to recognize, strengthen, and use their unique gifts to shut out doubt and fear and become more confident and successful. She touches on letting go of haunting insecurities, making our unconscious gifts conscious, and learning to share them with those around us.

**Finding Your Superpower.** As Lisa Sun explains, we can't be confident until we fully understand what makes us uniquely strong—our “superpower.” But how do we discover it? In this interactive workshop, Sun explores different confidence personalities and how they connect to our superpowers. Packed with real takeaways for personal and professional advancement, this workshop will have attendees buzzing as they figure out their own confidence language and the superpowers they naturally channel, realize how their confidence language has been helping (and hurting) them, and how to ultimately use it to work through challenging situations and make positive situations even better.

**Braving Innovation from Our Strengths.** As Lisa Sun explains, we can't be confident until we fully understand what makes us uniquely strong—our “superpower.” But, once you know your superpower, what's next? With this talk, Lisa blends research from her time at McKinsey & Company with her own personal story to impart a powerful message about drawing on specific gifts to make the world a better place. Whether it be launching a revolutionary company, bringing that new idea to management, or pushing past failure to chase a big goal, Lisa inspires audiences to draw on their strengths in pursuit of innovation and success.

**Pivot With Purpose.** When faced with the disruption of the pandemic, Lisa Sun channeled her mom's advice to “act selflessly (not selfishly), do something (not nothing), and do the best she can for as long as she can.” Motivated by purpose and taking stock of her resources, she pivoted her lifestyle and fashion company GRAVITAS to create and distribute PPE to frontline workers – and aims to continue to shift the brand's focus towards providing essential items that spark joy.

In this talk, Lisa acknowledges that during an upset or challenge, the natural reaction is to experience paralysis. But shares that when each person takes advantage of their personal strengths, capabilities, and individual “superpower” – they can identify the ways to uniquely contribute and open up an entire solution-set for change. Blending insights from her own experience pivoting GRAVITAS, Lisa demonstrates that when you rethink elements of your life, your business, and your industry around an authentic purpose (not profit), everyone else will come along for the ride – raising their own hands to help and creating a long-term impact on their lives. Audiences will walk away inspired and with actionable tactics to adapt to any situation in a way that has lasting purpose.

**Cultivating Courage: Reframe Results to Compel Action.** True courage is displayed when we are able to gather the mental and moral strength to face challenging endeavors head-on with the knowledge that we are supported in our actions. It begins with us truly understanding our strengths and organizational culture, while letting the experience and results from our actions — whether positive or negative — guide our continued pursuits. What steps can we take to transform courage from a fleeting moment or an event to a regular practice?

In this eye-opening conversation, Lisa Sun introduces a framework for organizations to redefine what it means to cultivate courage. She begins by illustrating the things that hold us back from being bold. This includes disappointing experiences and how organizations define and evaluate success, which can lead to and reinforce limiting beliefs, forcing most of us to default to what worked before — our comfort zones. Instead of thinking differently and embracing opportunities, we focus on our flaws and silence our potential to step out and create something truly remarkable. We may be focused on “hard” metrics as the primary indicators of success, but the organizations that are best positioned for successful innovation are the ones that integrate hard metrics with “soft” metrics to explore a more holistic view of what they have achieved. Soft metrics empower us to understand what went well, find opportunities to discover new approaches, and come away with lessons learned for the future, building strengths and capabilities we may not have even known we had.

Using examples from her own real-life experiences, Lisa provides practical tips on how organizations can implement soft and hard feedback loops as they look to operate with excellence and cultivate courage.

**From an Idea to a Movement: Choosing Self-Confidence + Finding Our Strengths.** As Lisa Sun, founder and CEO of the lifestyle and fashion company GRAVITAS, explains, people can't be confident until they fully understand what makes them uniquely strong. Open, honest, and funny, Lisa shares the techniques she and her many clients have used to let go of haunting insecurities, making our unconscious gifts conscious, and learning to share them with those around us. Blending research from her time at McKinsey & Company and her personal story, Lisa will impart a powerful message about drawing on specific gifts to make the world a better place. You will feel inspired to draw upon your unique strength and superpower to push past your potential and transform an idea into a movement.

**Diversity: Representation & Access.** It's widely acknowledged that the most-diverse enterprises are the most innovative and highest-performing. As an Asian-American woman, Lisa Sun shares her personal journey climbing the corporate ladder and launching her own venture, GRAVITAS. Through her story, she shares how minorities can be seen and celebrated for their differences and ideas; and how everyone can create cultures where connection, equal access to senior jobs, and equal pay are the norm. Her unique insights provide concrete tactics to unlock the secret of making diversity work.

**Make Your Mark: Growth and Market Dominance.** Here, Sun draws on her McKinsey background to explore the shifts we're seeing all around us in terms of changing consumer behavior, emerging markets, and technology. Sharing her inspiring story of creating a novel, successful brand and a rabid fanbase in a busy sector facing tremendous disruption, Sun showcases how to grow your business by paying attention to the right indicators, understanding your niche consumer, differentiating your brand, and doubling down on a positive vision. A great talk for incumbents and growing businesses alike, Lisa Sun helps audiences understand the changes that are remaking the business world around them while motivating them to remain resilient and use that knowledge to chase market dominance.

**Managing Through Adversity with Gravitas.** After a professional review left Lisa devastated, she threw herself into reversing the comment from a superior of "lacking gravitas." Decades later, Lisa has come to understand that discovering her gravitas pushed her to survive and thrive. In this webinar, Lisa gives a gravitas guidebook to persevere through tough times and come out the other side stronger – to not only survive, but thrive in adversity.

**Entrepreneurial Resilience.** Entrepreneurs fail, a lot. But what makes them succeed is their resilience. In the current era of disruption, CEOs, business leaders, and managers must adapt to new ways of business. Tapping into the entrepreneurial spirit needed to stay alive in uncertainty, Lisa highlights the shifts her retail business has made to survive and thrive in the past, how she's adapting her businesses right now, and shares how organizations can embrace resilience to improve upon their own businesses during uncertain times.

**Unlocking the Best You in a Virtual Setting.** Is your Zoom fatigue real? Mustering up the energy to be emotionally and physically present in a virtual world is getting harder and harder – but what are we really feeling? Often times, this Zoom fatigue is really "me fatigue." And when we don't feel good about ourselves, it's hard to want to interact with others... especially on a screen.

In this interactive experience, GRAVITAS founder and CEO Lisa Sun will provide insights about why we are feeling this way and how we can show up when the camera is turned on. Sharing her personal journey to finding confidence and founding GRAVITAS, and working with the audience along the way, she will demonstrate how to use gratitude and self-awareness to change the way we feel even before we turn on the camera, and then dive into specific tactics to set ourselves up for success on screen.