

Lisa Sun

Founder & CEO, GRAVITAS, Former Associate Principal in McKinsey's Global Fashion Practice

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.

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.

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.