

## Deborah Shaw

Fortune 50 Trusted Advisor and Former SVP, Chief Global Diversity & Engagement at PepsiCo

### **Winning in A New Era of Diversity: Using the “Moment” to Power Critical Business**

**Objectives.** In this experiential, actionable, and validating keynote, Deb gives organizations on their diversity journey a fresh and highly impactful approach to creating the wins that elevate team performance. This keynote serves **leaders, managers, and individual contributors** looking to: Grow beyond tactical initiatives to weave diversity into their personal and organizational DNA. Get results-driven guidance in making the right decisions regarding diversity. Understand complex and societal issues that impact workplace diversity. The audience will leave with: A mindset and tools to leverage diversity as a strength to think powerfully, act courageously, and invent collaboratively. A proven pathway for managing and leveraging diversity to build high-performing teams powering growth and profitability. A new capacity to have authentic and impactful conversations about workplace diversity that elevates their own professional and personal opportunities.

**Shaping a Culture that Elevates Performance: Enable, Engage & Empower Your Teams.** In this keynote, Deborah takes the audience through an empowering and tangible definition of culture and gives them the mindset, behavior, and tools they need to elevate their work experience and performance outcomes. This keynote serves **leaders, managers, and individual contributors** looking to: Create a vibrant and healthy culture where people think powerfully, act courageously and invent collaboratively. Advance and sustain a high-performance culture that becomes a competitive differentiator for talent attraction, retention, and engagement. The audience will leave with: The realization that they are co-creators of their culture having discovered their own voice and power to shape culture. Clarity about their role and impact in crafting and cultivating their work experience. Perspectives and tools to build a culture where people feel honored, valued, heard, and free to contribute and deliver results at unprecedented levels.

**Success Strategies for Women: Access to Increased Performance, Impact & Fulfillment.** This experiential, actionable, and validating keynote gives women at work a roadmap to recast their future from predictable struggle to empowered legacy. This keynote serves **women leaders, managers, and individual contributors** experiencing: Frustration with the tried approaches and slow progress of workplace and societal initiatives to promote gender equity. Fatigue from working, fighting, and pleading to be heard, valued and given the full opportunity to express their highest potential. Fear and feeling ill-equipped to handle the complexity of the moment yet committed to doing it well. The audience will leave with: Clarity and confidence from a heightened awareness of their personal and organizational performance inhibiting beliefs and how to move through them. Greater capacity and new access to specific actions to step up their leadership and achieve greater organizational influence and impact. An innovative approach to the work/life blend challenge with a clear pathway

for action and fulfillment in the workplace and at home.

**Powerfully Navigating Uncertainty: Expanding your Freedom, Authenticity & Courage.** The perspective and tools presented in this keynote provide a reliable and empowering approach for leaders, managers, and individual contributors to think powerfully, act courageously, and invent collaboratively in any circumstance. This keynote serves **leaders, managers, and individual contributors** who: Are feeling ill-equipped to help guide and elevate the performance of their teams in the face of unrelenting challenges and upsets. Want their people to be prepared, unafraid, and fiercely engaged in their everyday work. The audience will leave with: A proven approach that takes them from hope-filled conversations to reliable practices that deliver measurable results. Newfound capacity to invent in the moment and take bold and effective actions. Willingness to step in, step up, trust themselves and help empower others to be of impact and drive the future.

**Celebrating Hispanic Heritage: Honor the Past, Create the Future.** A powerful and intimate story-rich keynote that inspires Hispanic and non-Hispanic associates alike with truths learned on the road *from the barrio to the boardroom*. Deb guides her audiences through perspectives and actions necessary to build and *demonstrate* a more inclusive culture that drives organizational growth. This keynote serves **Hispanic and non-Hispanic leaders, managers, and individual contributors**: For Hispanic Associates who are: Frustrated and fatigued by experiences of discrimination and microaggressions Feeling isolated or threatened within their ecosystems, looking to expand their network of support, connections and impact. hoping that all of the “diversity” talk is more than lip service and includes their ambitions and dreams, too. For the broader organization looking to: Attract, retain and advance Hispanic talent in an inclusive environment. Increase Hispanic employee, community and stakeholder engagement. Leverage Hispanic experience and perspective to fuel innovation, collaboration and performance. The audience will leave with: The inspiration that emerges from having discovered our shared humanity and promise. A profound validation of the experience and journey traveled that becomes a gateway to powerful new thinking. A renewed curiosity and commitment to engaging with others as allies, mentees, mentors, and sponsors. Clear access and actions for advancing their careers and being of greater organizational impact and value. Increased capacity to work in a culturally complex and ever-changing world dependent on celebrating our human potential.