

Lisa Sun

Founder & CEO, GRAVITAS, Former McKinsey Associate Principal, National Bestselling Author

Choosing Self-Confidence & Finding Your Superpower. In this engaging session, Lisa Sun delves into the lifelong struggle between self-consciousness and self-confidence, sharing effective techniques to understand the forces that hold us back and use our unique gifts as the foundation for self-belief and success. Through her personal journey and quantitative research, Sun guides attendees in identifying their superpowers and embracing them, with humor and honesty. This talk explores different confidence personalities, offering real takeaways for personal and professional growth. Attendees will uncover their own confidence language, understand its impact, and learn how to use it to navigate challenges and amplify success.

The Trust Blueprint: The Foundation for Stronger Teams, Better Collaboration, and Lasting Success. When trust is broken, whether at work or in life, it can feel impossible to rebuild. In this high-energy session, Lisa Sun will show you exactly how to diagnose what's broken in your relationships and give you the blueprint to rebuild even the toughest ones. In corporate settings and personal situations alike, Lisa Sun explains how trust serves as the foundation for commitment, accountability, and results. She introduces the four essential components of building trust—reliability, congruence, acceptance, and openness—to help attendees diagnose why some relationships thrive while others struggle. Lisa leads a highly engaging and interactive exercise where participants score their best and most challenging relationships on the four components, uncovering hidden gaps that impact their connections. She then provides game-changing, real-world strategies to build trust and repair communication, like reframing conflict, asking open and direct questions, and improving feedback processes. Walk away with a plan to supercharge your relationships, elevate your leadership, and create a culture of trust that fuels high-performing teams.

Cultivating Courage: Reframe Results to Compel Action. True courage emerges when we face challenges with the assurance that we are supported. In this impactful talk, Lisa Sun presents a framework for organizations to redefine and cultivate courage. She explores how limiting beliefs, past disappointments, and narrow definitions of success hold us back, keeping us in our comfort zones. By integrating “hard” and “soft” metrics, organizations can foster innovation, learn from outcomes, and build untapped strengths. Lisa draws from her own experiences and shares actionable strategies to implement feedback that inspires excellence and bold action.

GRAVITAS: The Mindset Transformation Workshop. Lisa Sun is about to break everything you know about confidence. In an interactive and intimate session, she takes the powerful lessons on cultivating courage, channeling resilience, and choosing confidence that she shares in her keynotes and leads a more in-depth exploration into how each individual in your group can apply them to every aspect of their lives. The GRAVITAS Mindset Transformation Workshop is meant to get everyone

reflecting internally and out loud, communicating with one another, sharing what makes them unique, and creating an action plan for how to harness their superpowers and show up as their most courageous and confident selves each day. As a result of the session, attendees will be armed with the following tips, tools, and tactics for the next time they come face-to-face with self-doubt: How to recognize and overcome the six forces that inhibit self-confidence Their unique confidence languages (results based on a pre-workshop assessment) Self-reflective exercises for drawing out the confidence that lies within Strategies for overpowering their inner-critic Understanding of what skills and mindsets they want to develop going forward As Sun shares, self-love requires a lot of work and there's no silver bullet to this. People can't change their behaviors until they change their mindset, and this workshop is designed to set the wheels in motion for this process to begin. Confidence is a choice—one that everyone in your group will be ready to make by the end of this workshop.

The 5 Muscles of High-Performing Leadership. Leaders and organizations thrive by developing five essential muscles: Effective Execution, Emotional Support, Self-Recovery & Resilience, Persuasion, and Leveling Up/Innovation. Within each of these areas, there are inherent capabilities that underpin each. Based on proprietary quantitative and qualitative research, Lisa Sun helps attendees in an interactive session discover their underlying capabilities (online assessment tool included, compatible with MBTI, CliftonStrengths, DISC) and which of these muscles are primary and provides a roadmap on ones to be developed to drive desirable outcomes. This session is a deep-dive into the requirements for long-term, high-performing organizations and the underlying capabilities required to succeed.

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. 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. 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 drive innovation and chase market dominance.

[Experiential add-on] Confidence Closet: A Transformative Pop-Up Dressing Experience. Step into the Gravitas Confidence Closet, an immersive pop-up experience that goes beyond traditional styling. Designed to empower attendees through intentional dressing, this unique activation blends fashion, psychology, and personal branding to reveal how the right attire can elevate confidence and presence. Guided by Lisa Sun, CEO of Gravitas and expert in confidence-building, participants leave with personalized style insights and a newfound appreciation for the power of what they wear.

Perfect for events seeking an unforgettable blend of fashion and personal growth, this experience fosters self-assurance that transcends the wardrobe.