LAI Leading Authorities, Inc.

Mariana Atencio

Expert on Trust, Communication, and Resilience; Journalist; Author Keynotes – Workshops – Moderating/Hosting

Real Matters: Building Trust in an Unreal World (Theme: Trust as a leadership and business advantage) Curated feeds. Corporate spin. AI-generated everything. Building trust in modern times is harder than ever. It's also one of the most valuable assets a leader or organization can possess. Employees, customers, and stakeholders are attracted to what feels real – and they can sense inauthenticity in an instant. When leaders show up with authenticity, they create cultures rooted in trust, engagement, and collaboration; the foundations of high-performing teams. Being real is the most powerful way to stand out in an unreal world of filtered perceptions and manufactured narratives. This doesn't mean rejecting technology – quite the opposite. It means embracing it without losing the human touch in leadership and processes. Mariana unpacks how trust strengthens team resilience, drives innovation, and builds credibility both inside and outside the organization. Through strategic storytelling and powerful interactive exercises, Mariana delivers practical insights leaders can apply immediately: how to develop trust with those they lead, build authentic brands, and create workplaces where people want to bring their best every day – because when organizations are real, they thrive. **Key Takeaways**: Identify and leverage your unique leadership abilities to build trust. Develop the skills to determine, understand, and guide your team through change effectively. Communicate with clarity, empathy, and transparency to navigate uncertainty. Unite your teams around a shared purpose to drive collective progress. Mariana's interactive exercises produce unforgettable lessons and customized experiences.

Perfectly You: Leveraging the Power Within (Theme: Embracing your authentic self to thrive personally and professionally) Everywhere we look, we are pressured to perform, conform, and be perfect. In the workplace, that pressure shows up as overthinking, burnout, and a fear of being judged. But when people feel safe to show up as they are, they communicate more clearly, build stronger relationships, and lead with greater confidence. Drawing from her viral TEDx talk "What Makes YOU Special?" (seen over 25 million times and translated into 13 languages) and her bestselling book *Perfectly You*, Peabody Award-winning journalist Mariana Atencio shares her journey from chasing perfection to using her differences as an advantage. With her signature energy and interactive approach, Mariana gives audiences practical tools to drop the armor, strengthen self-trust, and bring more of their real voice into how they lead. At the center of this keynote is Mariana's "Permission to Be" practice: the most powerful person in your life is the one who gives you the green light to show up fully, and that person is you. Mariana helps audiences stop waiting for external validation and start giving themselves permission to speak up, set boundaries, recover from setbacks, and lead with a grounded confidence that changes how they work and live. Audiences leave energized, connected, and ready to stand out not by trying to be perfect, but by having the

courage to be real. **Key Takeaways**: The “Permission to Be” practice: Build the internal courage to lead with self-trust, not perfectionism, and show up with greater confidence in high-visibility moments. A simple 3-step framework for authentic leadership: Align who you are with how you lead, so your communication feels natural, credible, and consistent. Leverage your uniqueness as an advantage: Identify the strengths you’ve been downplaying and use them to increase influence, presence, and purpose. Connection that strengthens teams: Learn practical strategies and exercises that deepen trust, improve collaboration, and create real community at work. A trust circle that lasts: Build a reciprocal accountability network that supports personal growth and professional follow-through after the event.

Communicating with Authority – Cut Through the Noise and Get Heard (Post-Keynote Breakout or Separate Keynote) For everyone in business, delivering a message efficiently – internally and in different media – has gotten infinitely more complex in the age of AI. This interactive presentation will help attendees sharpen their communication skills. Mariana equips leaders from entry level to the C-Suite with practical tools and tested principles to speak confidently, authentically, and effectively – whether it’s for client meetings, internal communications, an important presentation, a traditional media interview, a digital clip, and/or a conference stage. Mariana will share tips that took her more than a decade of television and social media experience to learn, working at two of the world’s biggest news networks, in Spanish and English. (45-90 Minutes) **Sample Takeaways**: Learn to distill your main message so it resonates across all platforms. Practical tips and pro tricks for in-person and virtual presentations. Master the power of persuasion in an era of fleeting attention spans. Better storytelling to create connection and leave a lasting impact. Establish credibility and build trust in an era of misinformation. How to navigate real-time interview scenarios with confidence.

Moderating/Interviewing/Hosting Mariana has been moderator, interviewer, and host at high-stakes events for companies and organizations all over the world. In fact, she is a fixture at some events that wouldn’t think of having the event without her. More than just an onstage presence, Mariana brings her journalism skills to every assignment. She acts as an editorial partner, helping shape the throughline of a program; developing questions that match the moment and navigating complex topics with clarity. From geopolitics and technology to finance, media, and culture**,** Mariana works seamlessly with the production team to ensure technical execution is as polished as the content**.** She brings structure without stiffness and energy without chaos, so momentum stays high across multi-session and multi-day programs. Mariana has interviewed and shared the stage with world leaders, cultural icons, and business executives, including Pope Francis**,** King Felipe VI (Spain), Michael Bloomberg, Bill Ackman, Arianna Huffington**,** Tyler Perry, Rafael Nadal and Serena Williams**.** She has a reputation for putting guests at ease and getting surprising and valuable takeaways that resonate with audiences beyond the event.