



KEYNOTE #5

LEADING UNAPOLOGETICALLY

Own Your Influence. Lead Without Limits.

Women don't need more confidence. They need the space to lead on their own terms. The real challenge isn't speaking up, being more assertive, or "leaning in"—it's the unspoken pressure to lead in a way that fits expectations instead of breaking them. Women don't need permission. They need to take up space, own their influence, and lead without explanation.

In this keynote, DeDe Halfhill shares what she learned leading in one of the world's most male-dominated environments—the U.S. military. Rising to senior leadership, advising the Chairman of the Joint Chiefs of Staff, and commanding thousands of people taught her one undeniable truth: Leadership isn't about fitting a mold—it's about shattering it.

The audience will leave with:

- ✔ A powerful mindset shift from proving themselves to owning their leadership.
- ✔ Stories and strategies that inspire bold action, not just reflection.
- ✔ The permission to stop asking for permission.

This program is perfect for:

- ✔ Emerging women leaders who are ready to own their influence.
- ✔ Experienced leaders who are ready to challenge outdated leadership norms.
- ✔ Anyone committed to leading with complete confidence in their impact.