

## SPEAKER PROFILE

# DR. SHADÉ ZAHRAI

PhD (Organizational Behavior), MBA, LLB (Hons I), BA-Psych

- Globally Recognized Self-Leadership Educator
- International Speaker - Conferences & Fortune500s
- Over 7 million LinkedIn Learning Course Enrollments
- Over 5 million Aggregate Social Followers
- Former Lawyer & Banker
- Author - *Big Trust* (HarperCollins / Penguin)

## FEATURED IN

Forbes The New York Times Money yahoo! finance CNBC  
VICE Daily Mail TEDx TED ADWEEK Inc.



Dr. Shadé

**Shadé is 'leadership 'alchemist' known for her superhuman ability to translate the latest in neuroscience and psychology research into practical and actionable strategies that drive mindset shifts and behavioral change in a systemic way.**

She is a dynamic speaker who skillfully blends a wealth of experience in corporate and consulting Fortune 500s around the world, with her approach as a scholar-practitioner and her PhD research in peak performance and self-leadership.



## SPEAKING THEMES

- Confidence
- Mindset
- Navigating Change
- Leadership
- Culture
- Peak Performance
- Personal Brand & Visibility

# What Dr. Shadé is Best Suited for:

Events where the goal is to elevate thinking, strengthen confidence, and drive meaningful behavior change, beyond just momentary inspiration.

## DR. SHADÉ SPECIALIZES IN:

- **Leadership conferences and summits** seeking depth, credibility, and practical insight
- **Professional and industry events** focused on performance, growth, and decision-making
- **Executive and founder audiences** navigating pressure, visibility, or rapid change
- **High-stakes gatherings** where clarity, ownership, and alignment matter
- **Events designed to set direction, reset mindset, or elevate standards**
- **Women's events** focused on confidence, visibility, and self-belief
- **Any event centered on mindset, confidence, or overcoming self-doubt**

Her keynotes work particularly well in rooms where the audience is capable, ambitious, and hungry for substance; people who want research-backed insight they can immediately apply to how they think, decide, and show up.



## SIGNATURE KEYNOTE

# Big Trust

*The Key to Self-Leadership*

### Think Bigger, Act Bolder, & Perform When it Counts

Based on Shadé's latest book and PhD research, Big Trust is a compelling keynote for people who want to perform at a higher level without second-guessing themselves or playing it safe.

In this session, Dr. Shadé Zahrai explores how self-doubt quietly interferes with focus, ownership, and follow-through – even in highly capable people. Drawing on neuroscience and behavioral research, she shows how building self-trust creates clarity under pressure, stronger decision-making, and momentum that carries beyond the room.

This keynote gives audiences a shared understanding of what holds them back and the tools to move forward with greater confidence, alignment, and impact. *Keynote can be aligned to your event theme.*

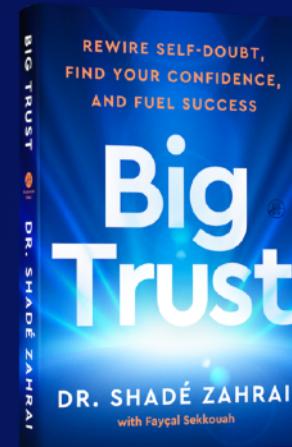
## BEST FOR

Leaders, professionals, entrepreneurs, creators, and anyone navigating change, growth, or high-stakes moments.

## KEY TAKEAWAYS

- The hidden reason capable people doubt themselves, and how to stop it
- Strengthen confidence, ownership, and execution
- Stay focused and decisive when pressure is high

## BASED ON DR. SHADÉ'S BOOK



“...a timely and powerful guide for anyone who has ever second-guessed themselves. This book will change the way you lead yourself and others.”

SAHIL BLOOM - New York Times  
bestselling author of The 5 Types  
of Wealth



*"Oh wow, that was incredible!"*

*"One of the best talks we have had!"*

*"I could have listened to her all day!"*

*"Incredible... Amazing insights..."*



**P&G**

J.P.Morgan

**Deloitte.**

# CLIENTS SERVED



**P&G**

**Deloitte.**



**Nestlé**



**LinkedIn**

**MONSTER**

**Cognizant**



**Electrolux**



**Gartner**

**J.P.Morgan**

*“I see why Fortune 500  
companies seek you out.  
You are incredible.”*

**– Nate Burleson, CBS Anchor**



*“Shadé is one of the most researched,  
most well-read, and comprehensive  
thinkers that we have.”*

**– Jay Shetty, global bestselling author and award-winning podcast host**

# Globally Recognized Thought Leader

Dr. Shadé Zahrai is a globally recognized authority on leadership psychology, confidence, and career growth—trusted by the world's leading organisations to unlock human potential at scale. An award-winning peak performance educator, leadership strategist, and behavioral researcher, she co-leads Influenceo Global alongside her husband and business partner, Fayçal Sekkouah. Together, they have designed and delivered transformative leadership programs for Fortune 500 companies including Google, Microsoft, LVMH, Deloitte, and J.P. Morgan.

Ranked LinkedIn's #1 Top Voice globally for career-development content, Shadé's thought leadership has been featured in The New York Times, Adweek, Fast Company, and Inc., and she is a regular media contributor, including appearances on CNBC. Her work reaches more than 5 million professionals across social platforms, over 7 million learners on LinkedIn Learning, and has amassed more than 300 million views worldwide. Her two TEDx talks on confidence and self-

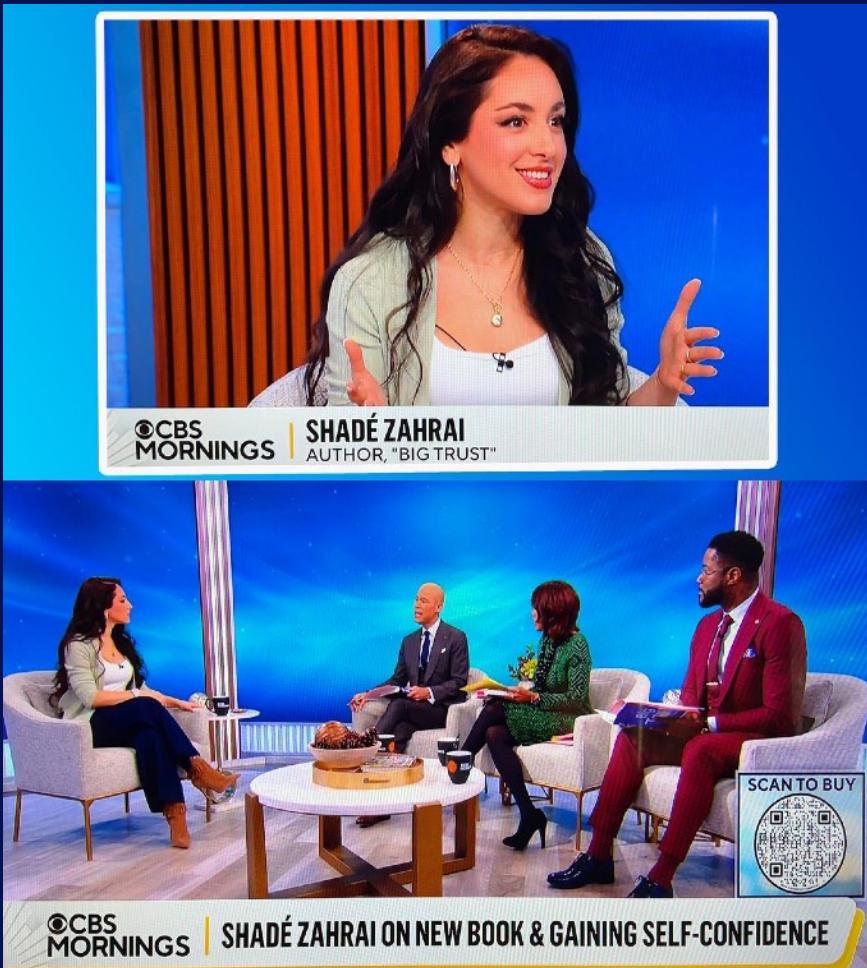
doubt have gone viral, with her most recent selected as an official TEDx Editor's Pick for its impact.

A former corporate lawyer turned entrepreneur, Shadé holds both an MBA and a PhD, bringing a rare multidisciplinary lens to leadership and performance. By blending rigorous research, real-world corporate experience, and compelling storytelling, she equips ambitious individuals and organisations to translate insight into sustained behavioral change—and results that last.



# Recent Podcasts & Media Appearances

## TELEVISION



## PODCASTS





# Investment

This is not an investment in a speaker for an hour.

It's an investment in a message that **shapes how people think, decide, and show up long after the event ends.**

Big Trust is designed to create lasting impact, giving audiences a shared language, practical tools, and a mindset shift they carry back into their work and lives.

## INVESTMENT OPTIONS:

- **US \$30,000 – In-person keynote** (up to 60 minutes, inclusive of optional Q&A) + US \$5,000 travel buyout
- **US \$10,000 – Virtual keynote**

Both options include pre-event alignment to ensure the keynote lands powerfully with your audience and objectives.

If you're looking for an experience that goes beyond inspiration and delivers real, measurable shifts in confidence, ownership, and performance, this is designed for that purpose.

INSPIRE DECISIVE, CONFIDENT  
LEADERSHIP AT SCALE

Enquire about keynotes and webinars  
with Dr. Shadé Zahrai:

EMAIL: [contact@shadezahrai.com](mailto:contact@shadezahrai.com)



Dr. Shadé