

KEYNOTE

Your Story Is Your Superpower

Beatrice Ngalula Kabutakapua

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IDEAL FOR

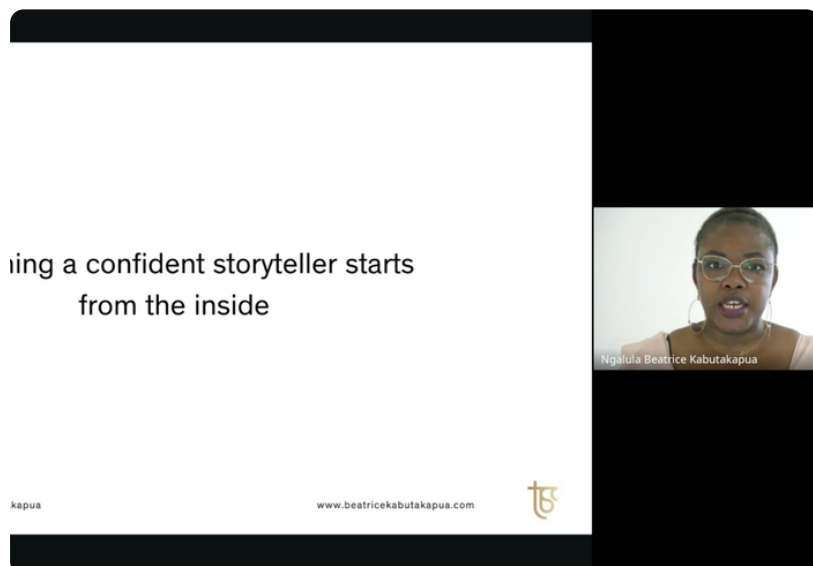
- Leadership summits
- Women's conferences
- DEI & inclusion events
- Talent pipeline programmes
- ERG keynotes & summits

Visibility & Mindset

Authentic Leadership

Lived Experience

Psychological Safety



WATCH A PREVIEW OF THE KEYNOTE



ABOUT THE KEYNOTE

This keynote opens with a bold statement: you are a superhero. Not as a motivational slogan but as a provocation. Because most people in the room will not claim it immediately. And that hesitation is exactly the problem this keynote is built to solve.

The biggest lie we have been sold on is that whatever works for some works for everyone. Crash test dummies were designed for able-bodied men, making women nearly 50% more likely to be injured in a collision. For decades, most makeup excluded anyone darker than beige. And leadership programmes were sold to everyone else as a one-size-fits-all solution.

The result? Disengagement. Leaders who revert to old behaviours because the frameworks never reflected who they actually were. A persistent lack of diversity at the top. And an epidemic of leaders who have learned to perform authenticity rather than live it.

This keynote does not describe the problem. It dismantles it. Beatrice introduces the FOCUS™ framework as a method built specifically for leaders whose stories have been systematically undervalued. Because your lived experience is not a gap in your professional profile, it is the most powerful asset you already have. Your story is your superpower. This keynote teaches you how to use it.

KEY TAKEAWAYS

- **Why generic leadership frameworks** fail the leaders who need them most and what to use instead.
- **The complete FOCUS™ framework:** a proven, step-by-step method for locating, owning and communicating the authority already embedded in your story
- **The five most common barriers** to showing up fully as a leader and specific strategies for navigating each one
- **A leadership story crafted in the room:** a live exercise gives every audience member a structure they can use from the moment they leave

KEYNOTE ENQUIRIES

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BOOK THIS KEYNOTE

Available for keynotes, fireside conversations, workshops and full-day programmes worldwide.

THIS KEYNOTE IS RIGHT FOR YOU IF

THE AUDIENCE

- Leaders who have been handed frameworks that were never designed for them
- Racialised professionals, women, LGBTQIA+ leaders and anyone from the Global Majority who has spent their career translating themselves into a language the room would accept
- High-potential talent whose results speak for themselves but whose presence in the room somehow still goes unnoticed

THE ORGANISATION

- Has run leadership development programmes and watched leaders revert to old behaviours within weeks
- Wants its investment in DEI to produce identity-level change rather than surface-level compliance
- Is ready to move from telling leaders to be more authentic to actually giving them the tools to do it

WHAT PEOPLE SAY

"Before the session, I undervalued how I could describe what I bring to my workplace. And now I feel confident to describe my work-worth."

— Futurenet Media

"I now feel more confident telling stories that are authentic to me and my network pool has expanded massively since the business storytelling training session."

— Aviva

"I plan on using the SHAPE framework for my next client presentation in a week. The things I learnt were invaluable!"

— WPP Media

FORMATS AVAILABLE

Keynote

45 min

- Mainstage
- Plenary
- Opener or closer

Fireside Chat

30 - 45 min

- Interview-style
- Retreats
- Panel

Workshop

Half day

- ERG programmes
- Away days
- Leadership development programmes

Full day

Keynote + workshop

Maximum transformation for cohorts

ABOUT THE SPEAKER

Beatrice Ngalula Kabutakapua

Beatrice Ngalula Kabutakapua is a transformational speaker specialised in storytelling, an Amazon bestselling author of *Lead With Your Story*, and the founder of The Business Storytelling Centre. A former journalist and documentary maker, she has spent over two decades at the intersection of human experience and strategic communication.

Beatrice works with leaders inside global organisations to do what most leadership training ignores: help people understand that their story, their actual lived experience, is not a liability. It is their most powerful leadership asset. She specialises in supporting women from the Global Majority, LGBTQIA+ leaders, and those from historically marginalised backgrounds to step into visibility with confidence and conviction.

Her work has reached over 10,000 people across three continents, in English, French, and Italian and consistently receives a 90% satisfaction rate.



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