

"As innovative and creative as they come."

FASTCOMPANY EXECUTIVE  
BOARD

Globally-recognized keynote speaker on marketing,  
leadership, and building unstoppable confidence

# Keka

*(Sounds like "Cake" with an "a" at the end)*

AS SEEN IN:

TEDx



HARVARD  
BUSINESS SCHOOL



breakfast  
television

THE  
GLOBE  
AND  
MAIL



CBC

StartUp HERE  
TORONTO

# Have you ever met a brand with low self-esteem?

No! Nike doesn't wonder if it deserves to just do it. Disney isn't questioning if it's still magical. Mercedes? It's not out there asking if it peaked in 2015.

But we second-guess our brilliance daily. We rewrite that email. We shrink in the meeting. We hesitate to lead.

Here's the truth: You're not underqualified. You're *underbranded*. And branding isn't just for businesses. It's for bold humans too. I help people leverage world-class brand strategy to build unstoppable confidence in themselves. Because self-belief isn't a moment. It's a state of mind.

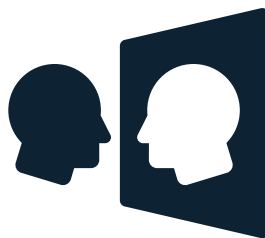
- Keka Das Gupta

## Delivering transformational impact - Keka helps her audiences to:



See and connect with themselves  
(just as brands know themselves)

1



Show peers that they are seen too (the way brands attract fans and build strong connections)

2



Just like "a rising tide lifts all boats," create a resilient, connected, magnetic culture (just like brands do)

3



See Keka in action:



Simply double click on the image above to watch Keka's professional speaker reel.

A SAMPLING OF KEKA'S CLIENT EXPERIENCE:

Johnson & Johnson



Disney



Schwarzkopf

ROGERS.



Mercedes-Benz

Campbell's

Capital One

Schick

Hilton

BOSCH

NORDSTROM

Schick



Scotiabank



TJ-maxx

TELUS

CANADA

IG WEALTH MANAGEMENT

METROLINX

JUST BORN  
QUALITY CONFECTIONS

Taseko



# Keka's globally-recognized expertise:

- A 2x winner of the "Oscars of the PR industry" (IABC Gold Quill Agency of the Year)
- A featured speaker at the Global Speakers Summit (Dublin, Ireland)
- Winner of more than 50 international and national PR & marketing awards



Get ready to be inspired, enlightened, and empowered by Keka's unparalleled expertise and passion.



Most-requested keynote:



# Keka's Black T-Shirt Experiment

What our favourite brands can teach us about self-belief and leadership

*Three plain black cotton t-shirts. Three polarized prices. How can these t-shirts help us become more empowered and confident at work?*

Through this unforgettable experiment, Keka teaches her audiences how to *think* like the world's top-performing brands. Leveraging the power of social and emotional currency, she guides employees in discovering their natural superpowers (Personal Brand DNA), that they can harness at work.

Your teams will learn from Keka, how to know themselves more deeply (the way top brands do). And she'll show them how, like their favourite brands, they too can learn to bet on themselves every day.

Disney is its own champion. Mercedes-Benz cheers for its brand the loudest. Imagine if we could bring such self-confidence to our work every day? With Keka's trailblazing strategies, you *can*. Plant and cultivate those seeds in your employees today!

## Learning Outcomes

Through this program, participants will be able to:

- Feel self-empowered through the critical core values that inspire them, drive them and connect them with others
- Leverage their own social and emotional currency (how they, like a brand, make people feel) in their leadership at work
- Harness their own superpowered skills (Personal Brand DNA) with purpose in their role at work

**Audience:** Employees at all levels (special leadership version also available)

**Format:** Can be delivered as a keynote or workshop (in-person or virtual)

**Duration:** 1 hour to 1.5 hours



## Audience Impact

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"Your keynote address is everything!!! It should be on billboards and TV for everyone to hear. Thank you so much!"

- Timidi Digha

"Darn it! Keka is such a riveting speaker that I just burnt the supper! This is seriously gold!"

- **Angela Mary Beare** (from a virtual keynote)

"Honestly, I have tears in my eyes. I could go on about the various points that really resonated with me. Thank you so much for your words...The points you said touched something deep." - **Danah**

"This was so wonderfully phenomenal! I laughed and cried! Loved it all!" - **Sangeeta Kumar**

"Thank you for filling my heart with joy and my soul with strength." - **Susanna Tatsis**

"The talk by Keka was so uplifting and such a simple message that makes such a huge impact. You've given me a lot to think about."

- **Jacque Court**

"So brutally honest and powerful at the same time. Thank you for putting yourself out there in such a raw and truthful way." - **Leena Taneja**

"Thank you so much for speaking from your heart, Keka. You're amazing! Love your stories and key messages." - **Diana YK Chan**

"Keka is brilliant. She is a powerful speaker."

- **Catherine Tanaka**





## Keka DasGupta - Biography

For 25 years, Keka has worked in the marketing and PR industry with world-renowned clients such as: Disney, Nike, IKEA, Mercedes-Benz, American Express, Johnson & Johnson, etc. During this time, she has received more than 50 national and international awards, including the "Oscars of the PR industry," receiving the Agency of the Year designation, at the global Gold Quill Awards from the International Association of Business Communicators (IABC), both in 2016 and in 2023.

Today this global keynote and TEDx speaker runs groundbreaking confidence, leadership and empowerment programs for businesses, the education sector, and charity and community groups. She guides individuals (young and old) to recognize their own personal value, so they can give the best of them - to themselves and to others. Based on her work, Keka became a Fast Company Executive Board Member in 2023.

Keka describes herself as a woman who is "mom-ing" and "business-ing" on her own terms, hence her company name: The Art of Life-ing.

KEKA HAS SPOKEN ON TOP INDUSTRY STAGES INCLUDING:



NORTH AMERICA'S LARGEST  
INSPIRATIONAL SPEAKING COMPETITION





# To book Keka:

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"Keka is one of the best speakers I've seen at this conference, or indeed over the last 20 years of booking over 100 speakers."



Bob Bradley, Executive Chairman, MD2MD (UK)  
at the Global Speakers Summit 2022 in Dublin, Ireland