

"As innovative and creative as they come."

FASTCOMPANY EXECUTIVE BOARD

50x Award-Winning Branding and Marketing Expert,  
Global Keynote & TEDx Speaker

# 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  
TORONTO

# Your company bets on its people every day to succeed. But are your employees betting on themselves the same way?

Work with Keka to give your staff unwavering self-confidence at work. The cascading effect will transform every aspect of your business, from leadership development and team camaraderie, to productivity, mental health, innovation, and critically - profitability.

After all...(see Keka's question on the following page).





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

No! Brands don't have low self-esteem. Brands are unapologetically their own biggest champion.

Yet too many people today are struggling at work with anxiety, imposter syndrome, and feelings of "not enough-ness."

Keka uses powerful global branding principles to empower employees with their own, unstoppable *brand-like* confidence. She helps them discover their own Personal Brand DNA.

Keka has worked with such world renown brands as: Disney, Nike, American Express, Mercedes-Benz, and IKEA, to name a few.

Now you can work with Keka too, to help your employees become as tenaciously confident as their favourite brands.

## KEKA'S WORLD-LEADING 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 2022 (Dublin, Ireland)
- Winner of more than 50 international and national marketing awards

## A SAMPLING OF KEKA'S CLIENT EXPERIENCE:

Johnson & Johnson



Disney



Schwarzkopf

ROGERS.



Mercedes-Benz

Campbell's

Capital One

Schick

Hilton

BOSCH

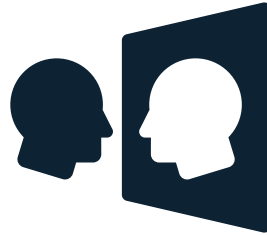
NORDSTROM

# 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

Keka's keynote presentations are not just  
events; they are invitations to unlock the  
champion inside of you!

KEKA HAS SPOKEN ON TOP INDUSTRY STAGES INCLUDING:







# Keka's Black T-Shirt Experiment

What our favourite brands can teach us about confidence and self-empowerment

*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**



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

*(See Keka in action below)*



Double click on any image below to watch Keka on video:



Keka's TEDx Talk



Keka's on Canada's #1 morning show



Keka's Most-Requested Keynote presented at the Global Speakers Summit

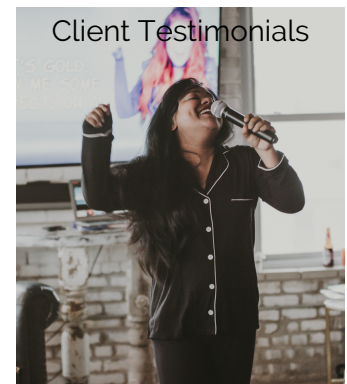
**Keka DasGupta's**  
**Black T-shirt Experiment**



Keka: Virtual Speaking



Opening Keynote (The Power Within Summit)



Client Testimonials



Keka's Inspirational Speech at Speaker Slam



Keka's on Women's Leadership



Client Testimonials





## 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 international keynote, TEDx, and certified virtual 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 has graced stages across Canada, the US and Europe. She is a proud daughter to immigrant parents, and as a woman of colour, she has broken many glass ceilings in her career. Keka is an inspiring example on stage for many people who come from historically under-represented groups - people who *look like her*. Through her example, she helps them to see what is possible for them too.

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.





# 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  
([Click here](#) to watch Bob's video testimonial)