



Keynote speaker & author of *Bragging Rights*

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The Speed of Opportunity

Making Expertise Discoverable at the Speed Decisions Get Made

Capability gets you in the room, but clear positioning gets you chosen. Opportunity rarely goes to the most qualified person; it goes to the one who comes to mind first. When clients search for an advisor, or when executive leadership looks across divisions to staff a critical enterprise project, strong work gets passed over while louder voices get the call.

As search, AI discovery, and client expectations rapidly evolve, being brilliant isn't enough if algorithms and decision-makers can't find you. Lisa Bragg gives client-facing advisors, bankers, and firm leaders a simple, repeatable system. It makes their track record clear, credible, and easy to find before decisions get made. Participants learn how to move from transactional execution to irreplaceable partnership, earning trust faster and staying top of mind across client networks and internal business lines.

What Your Team Walks Away With

How advisors, bankers, and firm leaders become the obvious choice when clients, algorithms, and executive stakeholders search for expertise

How to shift from transactional thinking to experiential and transformational value

How to turn expertise into a signal that reaches decision-makers before decisions get made

About Lisa Bragg

Most firms are not short on expertise. They are short on expertise that clients and colleagues recognize. That gap costs real business: missed client opportunities, lost assets and relationships, and specialist knowledge that never reaches the people who need it.

Lisa Bragg makes financial services expertise easy to find and easy to trust. A former broadcast TV journalist, Lisa spent years deciding whose stories made it to air. She learned early that the world does not find the best. It finds the clearest. She carried those insights into MediaFace, a firm that partners with leading institutions on brand strategy and positioning. It twice made Canada's Fastest-Growing Companies list (Profit 500).

Lisa is the author of *Bragging Rights* and ranked #21 among Global Gurus in Communication. Her research covers 400+ professionals across 23 countries. She turns that research into practical frameworks for articulating value in high-stakes environments. She knows how regulated firms communicate.

Delivery Formats

In-Person & Virtual Keynotes · Masterclasses & Workshops · Fireside Chats · Leadership Immersions
(Tailored for client-facing advisors, field leadership, and head office teams)

Ideal for: national sales meetings, sales kickoffs, and advisor conferences.

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Raymond James · Guggenheim Partners · BMO Financial Group
RBC · GE Vernova · IFC – World Bank Group

Let's Talk.

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See client transformations, advisor testimonials, and video: lisabragg.com/financial-services