



Keynote speaker & author of *Bragging Rights*

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The Recognition Gap

When Hidden Expertise Costs You Competitive Advantage

A diagnostic-led session that matches positioning strategies to how you actually think

Losing a major client relationship or an internal project mandate to a team that is less capable is costly, especially when the only difference was that they knew how to be found.

Most organizations do not lose ground because their people lack skill. They lose ground because their expertise stays hidden in division silos. Generic self-advocacy advice fails because it forces everyone into the same extroverted mold. In this interactive session, participants take a live Recognition Gap Diagnostic to pinpoint their specific communication pattern and leave with language frameworks that fit how advisors, bankers, and firm leaders naturally operate.

What Your Team Walks Away With

How to articulate value without feeling cringy, in front of clients or senior leadership

How to make complex expertise clear and compelling to external prospects and internal partners

How to communicate impact across departments so hidden expertise gets recognized and leveraged firm-wide

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

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Let's Talk.

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