



Keynote speaker & author of *Bragging Rights*

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Bragging Rights

Why Good Work Is No Longer Enough: Turning Expertise Into Clear Value

Nobody wants to be the person who dominates conversations, name-drops, and turns every interaction into a pitch. To avoid that trap, 85% of professionals do the opposite. They hold back, do great work, and wait to be noticed.

In complex financial institutions, that lack of clarity is an expensive operational tax. High-performing advisors and bankers struggle to explain what makes them different to the prospects they most want to win. Brilliant corporate teams watch their strategic contributions go unacknowledged. Lisa Bragg's research spans 400+ professionals across 23 countries. Her book, *Bragging Rights*, turns that research into a practical playbook. She takes field and head office teams up "Cringe Mountain" and replaces awkward self-promotion with clear, authentic positioning.

What Your Team Walks Away With

A practical playbook for individual and team positioning

How to communicate value so contributions get recognized, whether winning client business or moving corporate initiatives forward

How to talk about accomplishments with confidence, credibility, and zero arrogance

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: advisor conferences, national sales meetings, and firm-wide town halls.

Trusted by Leading Institutions Including

Raymond James · Guggenheim Partners · BMO Financial Group
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Let's Talk.

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