Lisa Bragg.

Keynote speaker & author of Bragging Rights
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The Brilliance Exchange

Turning Strangers Into Allies, and Awkward Into Opportunity

A high-energy session that transforms networking into connection

The biggest waste at executive retreats, corporate offsites, and client events is putting brilliant people in the same room, only for conversations to stay at the surface.

The Brilliance Exchange changes the room dynamic in minutes. Instead of forcing generic networking, Lisa gives attendees a simple, repeatable system to connect by recognizing the value in others. By highlighting someone else's strengths, an individual's own expertise surfaces naturally, turning a room of attendees into an active network of allies across field advisory teams, head office operations, and institutional partners.

What Your Team Walks Away With

- How to turn cold introductions into instant credibility and connection
- How to recognize others in a way that creates real follow-up opportunities across client channels and corporate divisions
- Language frameworks that make cross-functional networking feel natural and high-value

Ideal for: client events, executive retreats, and corporate offsites.

Let's Talk.

SPEAKER
Lisa Bragg
Lisa@LisaBragg.com

BUSINESS MANAGER
Jason Colbert
Jason@MediaFace.ca · 416-520-4229

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

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

Ideal for: leadership offsites, regional meetings, and head office town halls.

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Bragging Rights

Why Good Work Is No Longer Enough

Turning awkward advocacy into clear positioning and unmissable 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

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

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The Speed of Opportunity

How to Be Top of Mind on the Mental Rolodex of Others

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

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

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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)

Trusted by Leading Institutions Including

Raymond James · Guggenheim Partners · BMO Financial Group

RBC · GE Vernova · IFC – World Bank Group

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