

Danielle Dobson

SPEAKER KIT 2022

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conversations

Conversations to Break the Gender Code

Danielle Dobson is a speaker, author, corporate advisor and diversity advocate.

She's on a mission to help organisations, leaders and individuals Break the Gender Code and reconsider the potential of themselves and their teams, outside of the societal expectations which might be holding them back.

As an expert in gender equality and empowerment, leadership development, and unlocking the potential of people, Danielle brings her own engaging style of presentation to every speaking opportunity.

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Danielle's passion, knowledge and delivery was exceptional for our members. It is always fabulous to listen to a meaningful keynote, but truly memorable to witness the audience relate and engage,”

– Sarah Lisle

Research Entities at University of Wollongong

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About Danielle

Danielle Dobson is a powerful speaker who connects with her audience in a relatable, engaging way. She uses her warmth, passion and knowledge to spark curiosity and guide audiences to redefine their limiting beliefs, based on societal perceptions of gender roles in relationships, workplaces and communities. So they can put themselves in the driver's seat and experience fulfilment in all areas of life.

As a Certified Practising Accountant (CPA) with extensive 14-year corporate experience, Danielle has covered everything from private practice to Not for Profits to global Fortune500 companies and has lived and worked in five countries.

Identifying the high level of stress and overwhelm experienced personally and by working mothers, Danielle wanted to find a way to make a difference to their daily lives. Seven years ago, she dedicated her career to helping professional working mothers find more freedom and fulfilment through coaching in wellbeing.

Driven by the mission to find answers to why the daily juggle for balance between work and life is so elusive for women in high pressured roles, she interviewed 50+ women (and a few good men) in leadership positions across a diverse range of industries.

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Code breaker.

Researcher.

Author.

Speaker.

Change maker.

Mother.





...an important contribution to women, families, and society ... providing a framework for each of us to envisage, create, and live our own code. This book is powerful!"

– Corrinne Armour

Fearless Leadership® Specialist, Speaker, Mentor
Author: *Leaders Who Ask & Developing Direct Reports*

Breaking the Gender Code

Based on her extensive research, Danielle discovered what works in helping women use what they already have, to get what they actually want and she shares this in her book *Breaking the Gender Code*.

Today Danielle uses this body of work and experience to help women and men to work together to break the Gender Code for good.

Working with leaders and their teams, she helps women and men to understand the shifting nature of their roles, in career and life and equip them with the tools and strategies to navigate the rapidly evolving world of work and relationships.

Danielle helps organisations to leverage the power of the high performing women they already have, attract the right female leaders into their organisation, develop a competitive advantage over industry rivals and boost their bottom-line performance.

As seen in:

FINANCIAL REVIEW

SmartCompany

Radio

iWire.

honey

startup
daily.

Topics

Danielle delivers bespoke presentations and programs based on each client's unique requirements, under the umbrella of ***Break the Gender Code***.

Typically, each topic covers:

- How the Gender Code is driving unconscious bias and impacting relationships, careers and businesses.
- Why it's important to break the Gender Code personally and professionally.
- The steps to write your own unique code for life, to put yourself in the driver's seat.



1.

Create more balance in families, communities, workplaces and leadership

Women are stretched emotionally, mentally, financially - as they try to put the needs of everyone around them first, and to do more, with less. And the COVID-19 pandemic has only amplified this issue, with a global study by Deloitte finding that 23% of women are considering leaving the workforce due to the pandemic, 77% of women have had an increased workload due to the pandemic, and 66% said they bear the greatest responsibility for household tasks.

This has combined to create a perfect storm for women's health and their careers. Crucially, the business world is missing out on the immense benefits of more women in leadership positions.

In this informative and interactive presentation Danielle reveals what's driving these issues.

She exposes the myths of the millennia and guides her audience through the process of deciphering the code that has been embedded into our culture. The code adhered to in relationships, families, workplaces, community groups and marriages and has become part of our DNA.

It's a code that is holding women, men, businesses, families and communities back.

You will learn:

- How the Gender Code is driving unconscious bias and how it is impacting your relationships and your career
- Why it's important to break the Gender Code personally and professionally
- The key steps to writing and executing your own unique code and consistently be in the driver's seat

This keynote can be delivered in person, online and hybrid. It can also be expanded to:

- Package of 3 keynotes which link and build on key Gender Code themes – offered at a discounted rate
- Half day workshops
- Full day workshop
- 3 – 12-month program



2. Break down Perfectionism, overcome Imposter Syndrome and know you belong in the room

It's likely that most high-achieving leaders have experienced imposter syndrome at one time or another. The feeling of inadequacy is experienced by most people, from university students to famous artists and CEOs of global corporations.

Research tells us it is especially common in high-achieving women. It shows up as feelings of being out of depth, not being skilled enough, experienced enough or equal enough to others.

Unfortunately, Imposter syndrome can constrain the potential to progress by preventing people from pursuing new opportunities for growth at work, in relationships, or in communities. This is bad news for leaders, businesses and the people themselves.

In this informative and interactive presentation Danielle reveals that there more to the phenomenon than we think and what leaders and businesses can do to combat it.

You will learn:

- How societal structures have provided fertile ground for perfectionism and Imposter Syndrome
- That typical workplace environments have been created according to societal structures and can feed Imposter Syndrome

- Why it's important to question if it is a default label to describe what could be a more manageable issue of lack of self-belief and an overactive inner critic?
- The key steps leaders and businesses can take to support their people and their business to grow and thrive

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*Loved Danielle's presentation.
Powerful and insightful.
Important to help consider how
the Gender Code affects me but how I
can change it too."*

– Joanna Kemp
Team Leader at Aftercare



3.

Stop the juggling act and take charge of your career & life

Ask any professional working parent how they are, and typically the answer is 'it's a juggle'. It's a tough challenge, for women in particular, to feel like we are doing and being enough in all areas of our life.

The pandemic has exacerbated this issue and the increasing pressure to 'juggle' is causing exhaustion, anxiety and burnout. It's impacting women's health, their careers and their families. It's also costing businesses and the world is missing out on the immense benefits of more women in leadership positions.



... Danielle was engaging, informative, and a perfect choice for audiences with any background and experience."

— **Mia Maze**
Marketing &
Communications Boss,
She's The Boss



In this informative and interactive presentation Danielle unpacks the question: what if the work/life juggling goal is an elusive myth? What if the pursuit of it is causing stress, depletion and negatively impacting people's mental health and performance?

You will learn:

- How the Gender Code is driving high expectations and increases pressures to perform such as perfectionism, busyness and mental load
- Why the important first step to stop juggling is to break the Gender Code personally

- The key steps to improve wellbeing, access more energy and perform at a sustainably higher level in all areas of life

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4.

How to have the crucial conversations at home and work that will catapult your career

Every conversation counts. Whether you're meeting with someone new, speaking with colleagues or connecting with your partner, there's more to conversation than just a verbal exchange.

The conversations we have, and the way in which we have them, hugely impact our work and the quality of our relationships. And for women in particular, crucial conversations with their partner (or potential partner) around caring responsibilities and support roles, can mean the difference between career success, financial, mental and emotional wellbeing and suffering the costs of the 'support role penalty'.

In this informative and interactive presentation Danielle inspires leaders and professional women with proven tools and practical strategies to have the crucial conversations that will change their life.

You will learn:

- When the gender stereotypes are strongest in relationships and why its important to have 'uncomfortable' conversations to save future pain and suffering
- Why it's crucial to have honest conversations with leaders, colleagues and direct reports and say no to unpaid work and yes to opportunities
- 3 key steps in a strategy to have productive

conversations and get the best outcomes for everyone involved

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Danielle is warm and engaging and her personal story allows us to look inside ourselves to discover our own code."

– **Peter Kellaway**

Senior Project Manager Building,
Wollongong City Council



5. Leverage one of the most under rated leadership superpowers

For centuries leaders in businesses have highly valued the ‘ideal worker’. A person typically defined as someone who prioritises work over all other parts of their life, works long hours full-time at full pace for decades.

The pandemic has exposed this common workplace ‘norm’ as a myth which actually has a negative influence on performance. It is stunting the growth of organisations and their people.

The new ‘ideal worker’ is a person who brings more of their full self to work.



It was a different way to look at leveraging what we already have, rather than thinking we need to spend time on a totally new skill set.”

– Ellie Smith

Convenor, CPA Women in Business

In this informative and interactive presentation Danielle challenges the belief that being a parent or carer reduces productivity and commitment in the workplace and how being a parent or carer builds the key skills to lead with empathy, compassion and impact.

It can actually be a career and leadership asset rather than the liability it’s often seen as.

You will learn:

- How the Gender Code is driving unconscious bias in the workplace and impacting business performance, productivity and profitability
- Why it’s important to break the Gender Code in businesses
- Learn that people in organisations who are

also parents and/or carers typically bring a unique, highly sought-after skill set and strengths which are a huge asset to organisations

- The key steps to support, nurture and unlock the potential of these people right now

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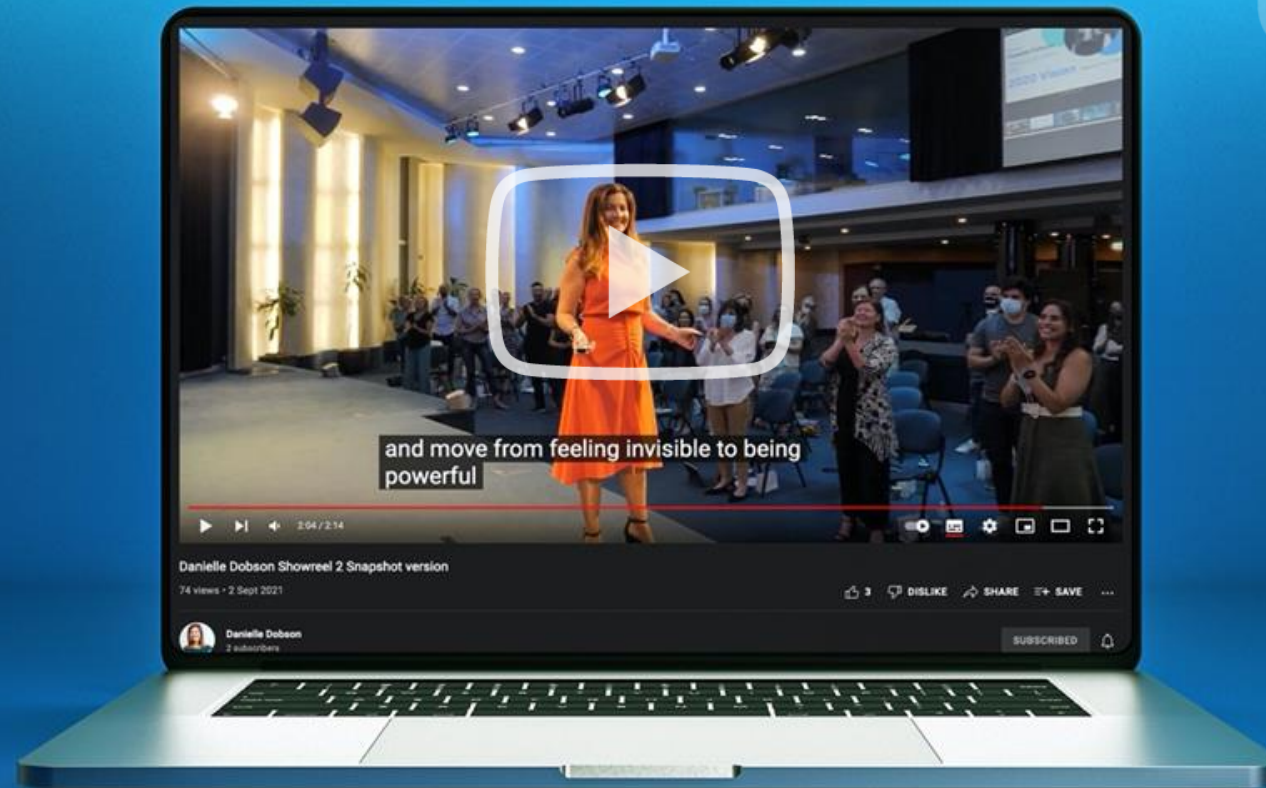
The above topics can be combined into an intensive leadership development program and includes an intake survey, homework, group coaching, and peer accountability groups. Participants receive Danielle’s book, *Breaking the Gender Code: How women can use what they already have to get what they actually want*, in either audio, eBook or hard copy format.

[Contact Danielle directly to discuss a custom proposal for your group.](#)

Danielle's Showreel

Danielle has extensive speaking experience, across in-person, virtual and hybrid event formats.

You can view her speaker showreel [here](#), or by clicking the screen to the right. >



The insights from Danielle's research and her counsel have been invaluable ... in thinking about what helps or hinders our approach, always with outcomes and impact at the forefront. It was a pleasure to have Danielle host our Women in Leadership event."

– Carly Little

General Manager of People, Safety & Sustainability, WorkWear Group

A woman with long brown hair, wearing a blue sleeveless dress, stands in a meeting room, gesturing towards a whiteboard. She is smiling and appears to be presenting. In the foreground, the backs of several people's heads are visible as they sit around a wooden table, listening to her. The room has large windows with blue blinds and a red wall in the background.

Enquiry Process

1. CHECK AVAILABILITY

Contact Danielle directly on:

+61 423 637 580

danielle@codeconversations.com.au

2. REQUEST A PROPOSAL

All engagements are quoted individually following a conversation with Danielle. You will be provided a customised proposal, including speaker fees and travel expenses.

3. APPROVAL AND PAPERWORK

The date is secured, a contract issued and a deposit paid to lock in your date.

4. PRE-EVENT PROCESS

We have a detailed briefing and Danielle conducts any necessary research where applicable. We can also provide any assistance with promoting your event.

5. POST-EVENT

We have a detailed de-brief and Danielle will provide any further resources for your attendees to embed the learning.

For more on Danielle's book, *Breaking the Gender Code*, what she's doing in the media and her latest offerings, check out:

codeconversations.com.au