

KEYNOTE

The REINVENT•ABLE™ Mindset

A framework to grow and thrive during change and uncertainty.

with Nataly Kogan



In a world of relentless change—where AI is reshaping how we live and work—resilience is no longer enough.

The leaders and teams who thrive aren't the ones who manage change best. They're the ones who use it to grow and to expand into their fullest potential and impact.

That is the capability Nataly helps leaders and organizations build: REINVENT•ABILITY™, a mindset and science-backed framework for moving forward within uncertainty by shifting limiting beliefs, taking action to learn and experiment, and using change as fuel for growth rather than a drain on energy.

THE EXPERIENCE

In this dynamic, story-rich keynote, Nataly draws on her own journey—refugee, McKinsey consultant, VC, tech CEO, burnout survivor, and self-taught artist—to show what growing through change actually looks like from the inside out. With insights from neuroscience and psychology, real-time reflection and interactive moments, attendees don't just learn a framework. They begin to use it.

Audiences leave with:

- Clarity on their Zone of Greatness—and how to lead from it
 - A limiting belief reframed into one that fuels their growth
 - A concrete bold step they're ready to take
 - A repeatable mindset system for navigating any future change
 - A new relationship with uncertainty: not something to endure, but a catalyst to expand
 - A personal Dare—a bold, specific commitment they make before leaving the room
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THE REINVENT•ABILITY™ FRAMEWORK

01 Anchor in Your Zone of Greatness

Identify the intersection of your strengths, what energizes you, and where you create your deepest impact—so you lead from alignment and purpose, not pressure.

02 Envision What's Possible

Break the brain's habit of focusing on obstacles. Build a Map of Possibilities—expanding what your mind allows you to pursue.

03 Reframe Limiting Beliefs

Surface the beliefs shaping your choices and rewrite the ones keeping you anchored to the past instead of expanding toward your future.

04 Act to Learn

Clarity doesn't come before action—it comes from it. Take small, intentional steps that create momentum and transform doubt into confidence.

05 Experiment and Evolve

Treat every challenge as data. Build the capacity to prototype, adapt, and keep moving—without waiting for a perfect outcome.

THE DARE YOURSELF™ EXPERIENCE

Every keynote closes with the Dare Yourself™ activation—one of the most distinctive elements of Nataly's work. Participants receive a custom Dare Card and write down one bold action they dare themselves to take. When they email it to Nataly, she follows up a week later, creating powerful accountability.

The dares are added to the digital Dare Wall at natalykogan.com—a growing collection of real commitments from real people choosing to grow and expand.

ADD-ON INTERACTIVE EXPERIENCE: THE DARE CANVAS™

The Dare Canvas™ is an interactive experience that turns the keynote's core message into something people can see, touch, and take with them. Nataly guides participants to contribute to a large collective canvas, mirroring exactly what they just learned about taking action without having a plan or feeling confident. The result is a one-of-a-kind artwork that can be cut so each person takes a piece home, or live permanently in your office as a reminder of what this team created together.

IDEAL FOR

- Companies integrating AI and navigating rapid transformation
- Leaders managing through restructuring, growth, or significant role shifts
- Teams experiencing change fatigue or loss of momentum
- Organizations building a culture of adaptability and impact

ABOUT NATALY KOGAN

Nataly Kogan is a keynote speaker, bestselling author, and executive coach who has brought her work to Google, Dell, Disney, Capital One, and dozens of organizations worldwide. A former refugee from the Soviet Union, McKinsey consultant, VC, and tech CEO, she burned out at the peak of her career—and built the REINVENT•ABILITY™ Framework from the inside out.

Featured in the New York Times, Wall Street Journal, Harvard Business Review, and Forbes.