

KEYNOTE

The Power of Authentic Leadership

Creating trust and empowering your team to thrive

with Nataly Kogan



Leaders are constantly told to be authentic and vulnerable. To many, that advice feels like a contradiction of everything a leader is supposed to embody: confidence, strength, unwavering positivity.

Nataly spent 20 years leading teams and building teams and companies, while wearing the "confident and positive" mask, and she learned its true cost the hard way. Pretending drained her, eroded her team's trust, and nearly cost her everything.

The science agrees: teams read their leader's emotions no matter how good the poker face, and the gap between what people sense and what leaders acknowledge is where trust quietly breaks down.

With humor, vulnerability, and scientific research insights, Nataly introduces the Emotional Whiteboard, her signature concept for why hiding how you feel never works. She shows leaders that authenticity isn't a personality trait some people are born with. It's a skill built on emotional fitness, and it can be practiced. Audiences leave with small, consistent practices that build trust and psychological safety, especially during times of rapid change and challenges.

KEY TAKEAWAYS:

- How authenticity builds trust, and why trust is what drives engagement and performance, especially in times of change
- The Emotional Whiteboard: a signature concept and practice for closing the gap between what your team senses and what leaders say
- Why emotional fitness is the essential and often missing skill that makes authentic leadership possible and sustainable
- Three simple practices to strengthen your emotional fitness and lead with more honesty, trust, and presence