

SIGNATURE 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 embrace it as their catalyst to grow, try new things, and create new opportunities for fulfillment 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 envisioning new possibilities, reframing 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 what most energizes them and how to use it as their anchor for expansion
- A limiting belief reframed into one that fuels their growth
- A mindset of possibility and deeper self-trust to try new things
- 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

THE REINVENT•ABILITY™ FRAMEWORK

01 Anchor in Your Zone of Aliveness

Identify what energizes you and gives you a sense of meaning, so you lead from alignment and purpose, not pressure.

Envision What's Possible

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

Reframe Limiting Beliefs

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

Act to Learn

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

Experiment and Evolve

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

THE DARE YOURSELF™ Activation

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: DARE TO CREATE™

DARE TO CREATE™ transforms the keynote's core message into a collective creative experience. Nataly begins a large original artwork in her distinctive visual style, then invites participants to bring it to life with their own colors, words, and marks, putting into practice what they've learned about taking action before they have a plan or feel fully confident. The finished artwork can remain in your office as a powerful symbol of what becomes possible when we dare to take bold action even amidst uncertainty.