

Keka DasGupta

Mental Wellness | Self-Empowerment | Quiet Leadership | Gratitude | Diversity



Speaker Kit

Keka DasGupta

TEDx and global speaker,
"Art of Life-ing" founder,
50x award-winning marketer



Your employees' self-limiting beliefs are limiting your profits.

Employees today are experiencing: unprecedented emotional fatigue. Keka helps them discover their strength and resilience from within.

Consider this: How much does your employees' mindset impact their work? Do your employees believe in themselves? In their decisions? Are they able to give the best of themselves fully to work every day?

Across North America, it is estimated that 85 per cent of people are suffering from low self-esteem. We are effectively in a self-worth crisis today - at work, at school, at home, and too often, we are oblivious to its massive, detrimental effect.

Keka helps people blast through their self-limiting beliefs, see their own value, and step into their power. In this way, her audiences learn to bring the best of themselves to work, school and life - every day.

For more information, please visit:
www.artoflifeing.com



Keka DasGupta

BIOGRAPHY

A photograph of Keka DasGupta standing on a stage during a TEDx Windsor event. She is wearing a patterned jacket and dark pants. Behind her is a large screen displaying a graphic of a bridge. The stage is lit with red and white lights, and the large red and white "TEDx Windsor" logo is visible in the foreground.

TEDx Windsor

Have you ever met a brand with low self-esteem? No! In fact, the ad industry that creates *brand love* is worth \$1.4 trillion annually. Keka uses these powerful, global branding principles to radically transform mental wellness, helping people live with more positivity, esteem and purpose.

For 24 years, Keka worked in the PR and marketing industry with clients such as: Disney, Nike, IKEA, American Express, Johnson & Johnson, etc. During this time, she received more than 50 national and international awards.

Today, this TEDx, international keynote and certified virtual speaker, and founder of *The Art of Life-ing*, runs groundbreaking mental wellness programs for businesses, community groups, and the education sector, guiding individuals (young and old) to recognize their own personal value, so they can give the best of them - to themselves and to others. In this spirit, Keka is also a sought-after Diversity, Equity and Inclusion trainer.

Keka has graced stages across Canada, the US and Europe, and today she is also the author of a soon-to-be-released inspirational flip book called: *Embraced: 31 Days, 31 Ways to Love Oneself*.



Most-Requested Keynotes



Presentation Formats:

- Virtual or in-person (where permitted)
- Keynotes
- Workshops
- Think tank & panel moderation
- Strategic planning & facilitation
- Live/taped videos & online courses
- Consulting

The Black T-Shirt Experiment:

What can branding teach us about fostering emotional resilience, personal empowerment, leadership and confidence - especially in these precarious times? The answers can be found in 3 simple, unassuming black t-shirts.

Gratitude Mirrors: Discover the Unexpected Side Effect of Gifting Gratitude:

Delve into the science behind gratitude- centered leadership and its direct impact on employee performance. Walk away with a tangible plan you can start implementing tomorrow!

This program inspired a TEDx talk!

Embracing Quiet Leadership:

In this keynote, Keka helps leaders identify and harness this powerful undercurrent using brain-based research. Help your executives positively lift their entire workforce to new heights.

Choosing Kindness in the Face of Adversity:

People today are feeling impatient, irritable and emotionally-charged. Empower your team to neutralize micro-aggressions in the workplace.

Breaking Unconscious Bias & Barriers We Didn't Know Were Holding Us Back:

Created for women executives, this program delves deep into how advertising and our social cultures impact women's personal development and growth in the workforce.

Helping Children Manage Emotions:

A transformative course for parents and educators (with Trauma Specialist & Professor, Sajel Bellon)



AS FEATURED IN



Rave Reviews - Proven Results

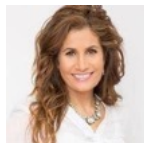
"I keep calling Keka back to speak at my events because I know she will connect with my audiences on a deep level. She receives glowing reviews for the value she delivers. She is memorable and powerful."

Theresa Laurico / Events,
Media and TV Producer /
Global Leadership &
Innovation-Focused
Entrepreneur



"Many attendees still tell me how Keka's presentation moved them! She didn't just inspire them. She motivated them to take tangible, high-impact actions right away. The result was a real mindset shift."

Tahani Aburaneh /
Founder / F.I.R.E.
(Females in Real Estate)
Conference



"Keka did an incredible program for us to help our entrepreneurial businesses. In all the years I've been doing this, I've never had such positive reception from my women!"

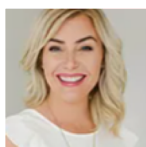
Linda Gonzalez / Chapter Chair /
Women Presidents' Organization
(Miami & Ft. Lauderdale)



Rave Reviews - Proven Results

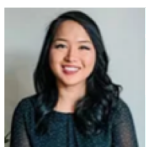
"I had Keka speak at my ALIVE conference. She brought the whole room to life! Keka brings her heart and soul to her work. She is unique. She is powerful. And she is tiny but mighty!"

Heather Chauvin / Founder /
ALIVE Conference /
Entrepreneur



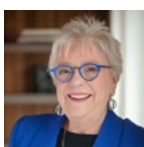
"Keka moved some of our audience members to tears! Her content was so impactful. I can tell you as an event organizer, she is an absolute joy to work with! Keka is a force, and I am happy to support her. I would work with her again in a heartbeat."

Tina Huynh / Executive
Director / TEDx Windsor



"Keka has given presentations several times at Company of Women. The women in the audience love what she has to say and are able to use the information in their own businesses. I'd highly recommend Keka for the impact she delivers."

Anne Day / Founder /
Company of Women & Journey
2 Success Conference



"For many years, Keka has skillfully moderated our agency's think tanks, facilitated high-level branding sessions, and presented to large crowds on behalf of DDB Canada. She is uniquely skilled at reading people's emotions. I am pleased to give her my full endorsement."

Martine Lévy / Managing
Director / DDB Public Relations



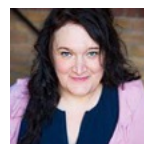
If you have a chance to bring Keka to your event, do it. Her message really resonated and she had a line-up of parents waiting to speak to her afterwards. Keka was accommodating to our needs and was a consummate professional. It is my pleasure to recommend her.

Bhawna Sharma / Parent
Involvement Committee /
Milton District High School



"She shone in her brilliance and brought the house down with her beautifully vulnerable performance. We would definitely work with Keka again."

Rina Rovinelli / Co-Founder /
Speaker Slam



Client Experience

Johnson & Johnson



Disney



Schwarzkopf



ROGERS



Energizer

Capital One



Campbell's

IG WEALTH MANAGEMENT



Above is a sampling of Keka's depth of experience with many world renown brands. Below is a list by industry/category of Keka's clients from keynoting, marketing, and/or diversity, equity and inclusion training:

Advertising & Communications

Balmoral Multicultural Marketing
Co-Op Advertising
Covault Technologies
DDB Canada
DDB Public Relations
Dendrite Park Communications
Edery & Lord Communications
Huge Inc.
Paradigm PR

Accounting

Richter

Associations & Unions

Advertising Week
American Business Women's Association
BC Egg Marketing Board
BC Salmon Farmers Association
Canadian Counsel of PR Firms (CCPRF)
CASSIES
Canadian Union of Skilled Workers
Company of Women

Associations & Unions (continued)

Dairy Farmers of Canada
Human Resources Professional Association (HRPA)
Institute of Communications Agencies (ICA)
Ontario Natural Gas Alliance (ONGA)
Portuguese Cork Association (APCOR)
Registered Association of Practical Nurses of Ontario (WeRPN)
Women's Presidents Organization (WPO)

Automotive

Subaru

Beauty

Aveeno
Avene
Clean & Clear
Neutrogena
RoC
Schwarzkopf
Ulta Beauty

Charities & Non-profits

Canadian Cancer Society
Canadian Education & Research Institute for Counselling (CERIC)
Connect Strategic Alliances
Fred Victor
Goodwill Industries
March of Dimes
Moorelands Kids
Stephen Lewis Foundation
United States Bartenders' Guild (USBG) National Charity Foundation

CPG & Personal Care

Glad
Johnson & Johnson
K-Y Brand
Lipton Tea
Schick Wilkinson Sword

Health & Wellness

LivRelief/Delivera
Emerald Health Therapeutics
Jamieson Vitamins



Client Experience

Education

Athabasca University
Halton District School Board
Harvard Business School (Global Chapter - Online)
Humber College
Richmond School District (No. 38)
Toronto Catholic District School Board - Angel Foundation for Learning
Toronto District School Board
York University / Schulich School of Business

Entertainment

Disney

Finance & Wealth Management

American Express
Capital One
Cooperators
Heritage Education Funds
Investors Group
Manulife Financial
Scotiabank International

Fleet Fuelling

FleetCor

Food & Beverages

Campbells
Knorr
Licious Living
Mike & Ike Candy (Just Born Inc.)
Mott's Clamato
OneCoffee

Gas

Esso

Government

Canadian Blood Services
City of Vaughan - Business
Enterprise Centre
Ministry of Citizenship & Immigration

Home Décor

Bosch Appliances
CIL Paints
Deco-Rest Furniture Ltd.
Pulp Design Studios
Thermador Appliances

HR & Recruitment

BlueSky Personnel Solutions

Insurance

Onlia

Media

TVO

Medical

Canadian Hair Transplant Centre

Mining

Taseko Mines

Online Retail

Lux Second Chance

Property Development

Katz Brothers (Ice District Edmonton)
IKEA Canada

Publishing

Podium Publishing

Religion & Community

Ahmaddiyya Muslim Women's Association
Holy Blossom Temple
Iskcon Toronto Mandir

Retail

Agent Provocateur
IKEA Canada
IKEA US
King's Crown
La Senza
MEC (Mountain Equipment Co-Op)

Retail (continued)

Nordstrom
Pier 1 Imports
Pretty in Pink
Rexall
The Home Depot
TJx Canada (Winners & HomeSense)
autoTRADER.ca

Services

Challenge Factory
First General Services
HAAG Canada
JW Gray & Co
SOS Psychotherapy

Sports Equipment & Apparel

Adidas
Nike

Technology

Q-Collar
Activix Automobile CRM

Telecommunications

Rogers
Telus

Tourism & Hospitality

Destination Canada
Destination Hotels
Gateway Casinos
Hilton Hotels
Metropolitan Hotels
Ontario Science Centre
Strategic Solutions Partners (SSP)
Tourism Nova Scotia
Tourism Toronto
TUI Travel

Transit

Metrolinx
TTC



Audience Impact

(in their own words)

"Thank you for filling
my heart with joy
and my soul with
strength."

- Susanna Tatsis

"It was such a pleasure to attend your workshop for the WPO group. It was very enlightening and so positive! I just have a small office (total of 3 of us here), but the very next day, I told my employee that I appreciate her and was glad she has stayed with us for 8 years! Her face lit up and I could really see a difference in her attitude. Thank you for bringing this to light and sharing your attitude of gratitude." - K. Gallagher

"I just want to thank you again for your session at CPAC regarding gratitude. I started to practice these skills at work and the results are amazing. My boss was impressed." - J. Yan

"It was great to hear you speak during Diana Chan's fireside chat. Your insights regarding living life on autopilot vs. on purpose really resonated with me, and especially coming from an Indian background as well!." - R. Pannu



Audience Impact

(in their own words)

"Honestly, I have tears in my eyes. I could go on about the various points that really resonated with me. Thank you so much for your words. I've read and listened to various people about gratitude, but the points you said touched something deep." - Danah



"The talk by Keka was so uplifting and such a simple message that makes such a huge impact. You've given me a lot to think about." - Jacquie Court

"You were amazing to watch and I loved your message." - Mike Shoreman

"Your speech was so beautiful. It really touched my heart." - Navi Bliss

"Keka DasGupta is amazing!" - Jill Valentine

"I'll never look at a black t-shirt the same way again!" - Peter Hernandez

"Wow, Keka, you're amazing!" - Laurie Nutter

"Thank you for sharing your beautiful heart and soul with all of us!" - Shawn Phelps

"Keka is brilliant. She is a powerful speaker." - Catherine Tanaka

"Fabulous, powerful vulnerability and inspiration." - Anne Bergman

"I could listen to Keka all day." - Lori Marshall

"What a powerful talk!" - Walid Al-Hajj

"So brutally honest and powerful at the same time. Thank you for putting yourself out there in such a raw and truthful way." - Leena Taneja

"This was so wonderfully phenomenal! I laughed and cried! Loved it all!" - Sangeeta Kumar

"Thank you so much for speaking from your heart, Keka. You're amazing! Love your stories and key messages." - Diana YK Chan

"I hope people will listen to her message." - Anne Day



Coming Soon!



embraced

**31 days, 31 ways
to love oneself**

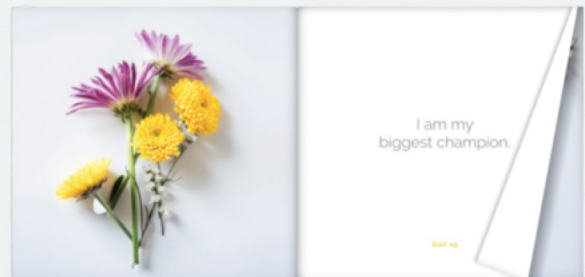
A note from the author, Keka DasGupta...

You are an extraordinary soul

"You may have not been told so, and you may not be able to see it in this moment. But it is true. This book will help you feel it.

This may be the hardest thing you've ever done. But it will be worth it.

When life throws challenges at you, when fear and self-doubt creep in, when that little voice tells you "no," pick up this book. Let the words inside help you to know otherwise, so *you can radiate the best of you into this world!*" - Keka ☺



This book is an impactful thank you gift for your audiences, and a great value-add to your objectives. Contact us today for bulk orders!

