



Speaker Bio

Who is Srijata?

Srijata Bhatnagar is a Setback Leadership Champion, professional speaker, coach, consultant, and two-time author. She is also a women's leadership advocate who specializes in DEIB Leadership Strategies.

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Who does she work with?

She works with growth-minded companies to help them discover unconventional growth opportunities in challenging times. Her work revolves around C-suite leaders, women leaders, and organizations to convert setbacks into exponential business and leadership growth opportunities.

What's her approach?

Srijata believes that setbacks are awesome when you turn them around to discover the opportunities hidden behind them.

When confronted with setbacks, challenges, and adversities, we all have a unique standard mental process. We think, feel, behave, and act in a certain way amidst hardships. And most often, our cognitive processes are unproductive. Instead of leveraging the adversity to gain from it, our flawed mental processes push us further away, making us feel like a permanent failure.

Why is her approach unique and compelling?

With her deep work on the topic, drawing inspiration from her professional, personal, and entrepreneurial setbacks, she has arrived at a unique framework, Setback SOP, which attacks those unhelpful mental processes, helping them become better decision-makers amidst challenges. It enables them to create an internal system that stops them from doing useless and



regrettable things during difficult times. It also provides them with tools to leverage the setback for growth.

Setback SOP erases those unproductive mental processes with the help of a three-dimensional approach.

- 1. Mindset**
- 2. Processes**
- 3. Tools**

How does this help the audience?

That helps leaders take a strategic approach to handling adversities, builds resilience, and pushes them to make productive decisions even in a crisis. Gender-related challenges are one challenge that professional women face in their careers.

Her work has helped leaders flip their narrative from '*Why me!*' to '*Wow, it's me!*' allowing them to leverage their adverse situations to grow exponentially.

Let's face it. Mindset change can only be achieved a little. We need a process that can stop us from self-sabotaging our careers amidst challenges. We need tools to help us shift from 'Why me!' to 'Wow! It's me!' again and again until it becomes a habit.

What's her credibility?

Since 2017, her work has led her to inspire 50k+ business leaders in 10+ countries, give 100+ talks, write two books (Setback Leadership and SOAR) and numerous blogs, contribute to four anthologies, and host a podcast with the same name, Setback Leadership.

What makes her the right choice?

Srijata's humble beginnings as a small-town brown Indian girl who faced many biases, stereotypes, and adversities in her career and life put her in an advantageous position to share unique perspectives around Diversity, Equity,



Inclusion, and Belonging. Her experiences make her extra sensitive to other people's needs. Therefore, this gives her the edge to speak to them, for them, and about them.

Also, as a women entrepreneur who started two businesses, closed down one due to business losses, built another, and took it through success until Covid hit, it gives her a unique perspective on how to nurture teams in a challenging market situation, how leaders can leverage Setback Leadership mindset, processes, and tools towards exponential professional and personal growth despite adversities.

Recent Work Samples:

Expert Speaker at National HR Convention and Expo – Maldives

Topic: How to Break The Biases as A Leader and SOAR!

<https://youtu.be/1KWa9B8aOeo>

Audience: HR leaders from various companies and associations

Speaker at the Women Global Leadership Summit – Afghanistan

Topic: Turn setbacks into opportunities for growth.

<https://www.youtube.com/watch?v=Epw0JiZD3QQ> (21.20 – 47.20)

Audience: Women leaders from Afghanistan want to break away from the oppressive environment of their country and grow holistically.

Keynote speaker at ServiceNow India for their internal company event.

Topic: Breaking the Bias based on her second book SOAR. Internal company event: no recordings were available.

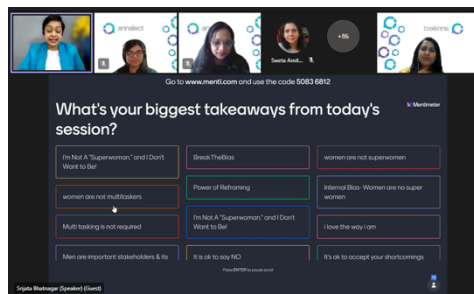
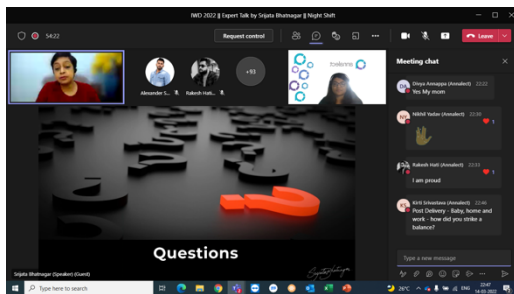
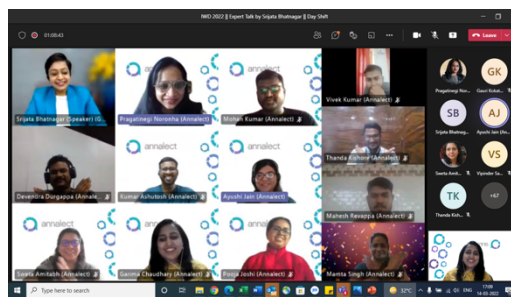
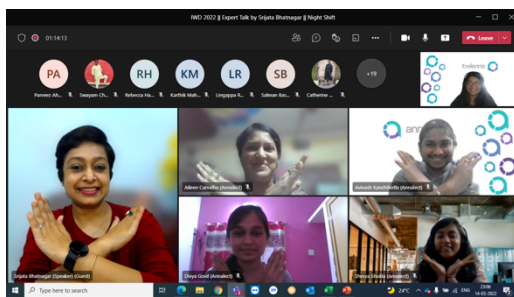
Audience: Corporate leaders (men and women) want to break the bias and be more inclusive in their approach.



Keynote speaker at Annalect India for International Women’s Day

Topic: Break the Bias, based on my second book, SOAR.

Audience: Leaders of the organization want to break the mold and take concrete steps toward Inclusion. Internal company event: no recordings were available.



Testimonials from past clients

Srijata’s keynotes and books help you discover your ups and downs using simple toolkits. It makes you self-aware, the primary step to self-help.

- Supriya Saripalli, Chief of Staff, ServiceNow

Srijata’s speech changed our thinking and helped us understand how setbacks can become a growth propeller in leadership. **- Viraj Chinthaka, Director – Food & Beverage, Le Grand Hôtel & Resort**



She helped us look through all the things that were blocking our vision, guided us to take stock of our situation, and planned for the next haul. - **Glenn Nigel, Associate Director, Trel**

The challenges are still there for every working woman, but hearing that someone has overcome something similar with such strength and grace is truly remarkable. I loved her presence on stage. - **Reesha Abdul Munnim, Global Aviation Enthusiast, HR Practitioner, Maldivian (Island Aviation Services Ltd)**

I highly recommend Srijata if you want someone to talk about personal and professional setbacks and how to deal with them effectively. Srijata promotes seeing setbacks as an opportunity to learn and grow. - **Chetan Anand, Lead Diversity Champ for Pride, Boston Consulting Group**