SIGNATURE KEYNOTE

Identity Risk: leading powerfully without losing yourself.

For leaders whose business is growing while they are not.
30 to 60 minutes, in English or Dutch.

IVANKA MENKEN
Strategic Mentor · co-founder of The Art of Service · author of *The Clarity Shift*



Growth in business is visible. Growth in leadership is internal. Ivanka Menken's keynote opens on the gap between the two, and closes with a question the room takes home: not how big you can build it, but who you are becoming.

HOW THE TALK MOVES

One arc, outside in

1. **Visible growth.** The gap between what success looks like on the outside and what it asks of you on the inside.
2. **The turning point.** Ivanka's own story: 25 years as a founder, a company built with her husband, and a conversation with her son that changed how she leads.
3. **The 3 Shifts.** Separating worth from performance, releasing ego to find clarity, and leading for wholeness.
4. **The question to take home.** Lead the business, do not become it.

WHAT THE AUDIENCE TAKES HOME

Four things to use on Monday

- **The 3 Shifts Framework,** a personal leadership audit they can use immediately.
- **A Leadership Alignment Check** across business, relationships and health.
- **A 30-Day Personal Reset:** one decision to delegate, one ego attachment to release, one health boundary to enforce, one conversation at home to start.
- **The Second Mountain perspective:** from building a business to becoming a whole leader.

1
Separating worth from performance
Your value is not your revenue.

2
Releasing ego to find clarity
Stop needing to be indispensable.

3
Leading for wholeness
Business, relationships and health, aligned.

FOR ROOMS FULL OF PEOPLE WHO BUILT SOMETHING

Who the talk is for

Founders and owners whose business has outgrown the way they lead it. Senior leaders whose performance has quietly become their identity. Executives who are busy, capable and running on empty. Audiences who have heard every growth talk and want a true one.

FORMATS AND FEES

A$12,500	A$18,500	A$18,500
Keynote in Australia	**Keynote internationally**	**Half-day masterclass**
30 to 60 minutes, ex GST	30 to 60 minutes, ex GST	The keynote as a working session, ex GST

Also available as a fireside conversation or a VIP executive roundtable. Travel and accommodation outside Brisbane are added at cost. Delivered in English or Dutch.



ABOUT IVANKA

Ivanka Menken

Ivanka Menken is a Strategic Mentor to founders of growing businesses. In 2000 she and her husband started The Art of Service from their living room in Brisbane and built it into an education and advisory company that has trained more than 54,000 professionals across 160+ countries.

Born in the Netherlands and based in Australia, she has spent 25 years building, leading and selling across cultures, and two decades mentoring founders through the moment their business outgrows the way they lead it.

She is the author of *The Clarity Shift*, a book for founders and senior leaders on strategic drift and identity risk, and was named one of Australia's 50 Most Influential Women Entrepreneurs.

> *"It was such an honour to meet you. I truly appreciate your heart and wisdom."*
>
> W.C., business owner

Check a date

Send your event date, audience and format. Ivanka replies within two working days.

ivanka@ivankamenken.com
ivankamenken.com/identity-risk-keynote