

A photograph of Dina Denham Smith, a woman with long blonde hair, smiling and speaking into a microphone. She is wearing a black and white patterned blazer. The background is dark with a single bright light source visible in the upper left.

Dina Denham Smith

Speaker

As seen in
Forbes
Fast Company
Harvard Business Review



www.dinadsmith.com



My Philosophy

I have spoken to executive audiences everywhere from Fortune 500 companies to national leadership communities to prestigious academic institutions like UC Berkeley.

Every group has its own unique circumstances and needs. That's why I believe in customizing my talks to each audience and collaborating closely with event organizers. I understand you're inviting a speaker because you want a specific business outcome. You looking for real impact, not just entertainment.

My aim is to deliver a talk that will enable you to achieve your goals, whether that be developing more effective and influential leaders, building resilience in your teams, or handling the emotional demands of leading in today's work world.

In every talk, I blend fascinating research with real world examples and practical strategies that your audience can implement right away. Your attendees will leave empowered with new insights and tools and inspired to take action.

I look forward to creating a great event with you.

About Dina

Dina is a seasoned executive coach with a proven track record of helping leaders accelerate their success. Her clients include premier brands such as Adobe, Gilead, and Netflix; high-growth companies like Dropbox, Iterable, and Stripe; and PE-backed startups shaping the world.

Dina writes regularly for *HBR*, *Fast Company*, and *Forbes*. She is also the author of a forthcoming book for Oxford University Press that translates cutting-edge science into practical strategies and tools for leaders to use to address the uncertainties and heightened emotional demands of today's workplace.

Prior to starting her practice, Dina served as EVP at a private equity firm and was a top executive at a digital marketing agency. She was also a management consultant with PwC, helping companies scale and implement large-scale strategic change. Dina holds an MS in Industrial/ Organizational Psychology and an MBA with high distinction from the University of Michigan.

An East Coast transplant, Dina now lives in the SF Bay Area with her husband and two kids. Outside of work, Dina is a competitive equestrian, an avid skier, and loves to travel.



FAST COMPANY **Harvard
Business
Review**

BBC **Forbes**

The Emotional Labor of Being a Leader - and How to Manage It

Leaders today perform more emotional labor than ever. This labor is taxing. Unmanaged, it puts leaders at risk of burnout and health issues and negatively impacts organizational performance. Blending research and practical strategies, Dina illuminates the emotional work of leadership and shares how leaders can manage it in ways that support their health and performance over time. You will learn:

- What emotional labor is (and is not)
- Why it's critical to recognize the emotional labor in your role
- How leaders typically perform emotional labor and its costs
- How to reduce the toll emotional labor takes on you and your team

Lead with Impact: The Art and Science of Effective Influence

Whether you need to sell a novel idea, launch an initiative, boost your team's motivation, or lead organizational change, successfully employing influence is the answer. Without the ability to influence others, it's hard to achieve the most important things in work and life. Dina reveals the underlying psychology of influence and shares concrete ways you can immediately increase your impact. Learn:

- How to leverage the underlying principles of effective influence
- Five distinct influencing strategies and when to use each one
- How to flex your influencing approach to achieve your objectives
- A simple process to increase your influence and impact





Bounce! How to Build Resilience in Yourself and Your Teams

Your ability to bounce back from adversity is essential for staying grounded and effective in today's world. As leaders, it's especially critical given your outsize impact on organizational climate and the resilience of others. Based on the latest research, Dina will inspire you to invest in your and your team's resilience and share evidence-based practices you can use to do so. You will learn:

- What resilience is (and is not) and how it differs from grit
- Five pillars of resilience and how to boost your own
- Why resilience is an essential leadership capacity
- How to cultivate greater resilience in your teams

How to Build a Powerful Network (and Stay True to Yourself)

We all know networking is essential for our professional success. But what are the best strategies for strengthening your network? And how can you cultivate one in a way that feels authentic? Leveraging insights from psychology and network science, Dina shares actionable strategies and tips for building a strong network while staying true to yourself. You'll learn how to:

- Overcome common obstacles to networking
- Build a powerful personal board of directors
- Harness untapped value in your existing network
- Shape your network to achieve your professional goals

Clients



Testimonials

"Dina provided important, memorable, and actionable items that were applicable to all levels of her audience. Dina's talk was a great opportunity for the audience to learn important strategies to build and strengthen their networks."

ExxonMobil

"Dina's talk will help our founders navigate and address challenges in different and positive ways. She facilitated enlightening conversations that spanned business and life and provided tools to address the challenges head-on. Dina offered abundant support, wise counsel, and actionable takeaways - we feel lucky that she came to speak!"

Uncork Capital

Dina is a well-informed and insightful speaker. She provided accessible background on the topic of the emotional labor of leadership as well as practical and sensible steps for leaders moving forward.

NYSAIS

Dina presented a highly valuable summary of influence strategies drawn from well-founded theory and research. Dina's presentation condensed that theory into a condensed easy to remember format. We look forward to having Dina deliver this again in the future!"

UC Berkeley

"Dina offered a great mix of experience and empathy grounded in training and clearly framed the ways in which resilience can be built. What's more, she connected instantly with the audience - even over Zoom, she created an environment where CEOs that didn't know each other felt comfortable jumping in and adding their own experiences to the conversation."

M13

"Dina! You were such an awesome speaker! Keep doing you!"

PwC

To Book

All talks are available in person or virtually, and are modifiable into more interactive experiences. Speaking fees vary accordingly.

Please email me at dina@cognitascoaching.com with any questions, to schedule a time to discuss the event further, or to confirm a booking.

I look forward to collaborating with you and creating a great event.

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