



THE SIMPLIFY SUMMIT

Event Program & Resources

SPONSORED BY

Trustworthy.

AUGUST 28, 2021

WELCOME

Dear Friends,

The word simplicity often makes me think of an organized closet. A clean inbox. Space on my calendar. A clear mind.

Pre-covid, our lives were often full of rushing from one place to the next. Work-life balance was an elusive task that we all strived for, but so often missed the mark. Women have been tasked with handling full-time duties at home and at work, and many of us were on the verge of burnout (or already there).

The pandemic introduced new stressors, fears, and distractions. While some were able to find time to focus on self-care and personal development, others were left scrambling while they tried to entertain (dare I say educate) young children while also holding things together at work. Women left the workforce in (large number) as it became too much of a burden to bear.

Covid-19 is still causing disruption and distraction. But we must find a way to recover and rebound. It's time to prioritize,

simplify, and to put ourselves back at the top of the to-do list. The Simplify Summit was designed to help you do just that! We're here to help you navigate the challenges of "doing it all" so that you can focus on what matters most, find routines that will best support your goals, and produce results that will make you proud (and earn you the recognition that you deserve).

A big thank you to our partner, Trustworthy. Trustworthy has introduced the Family Operating System,[™] everything you need to keep your family organized and prepared — in one place. All event attendees can save 20% on a Gold or Platinum Trustworthy plan.

I hope that this summit offers you the support and resources that you need, where and when you need them. There is no best-fit solution to simplifying your home, life, career or mindset. At the end of the day, it's all about what makes you feel best and allows you to live the life you've always dreamed of.

Sincerely,



Megan Bozzuto

President
International Association of
Women

AGENDA

(all times EDT)

- | | |
|----------------|--|
| 12pm | Opening Remarks |
| 12:05pm | Keynote: Cultivating a Simplicity Mindset Rose Lounsbury
“Less is more” sounds nice, but in a fast-paced, stuff-focused society it can be challenging to put into practice. How do we begin the task of simplifying our stuff and our busy schedules? And once we do, how do we get our families and coworkers on board? This talk shares practical strategies to help us start creating more peaceful, open spaces at home, work, and most importantly, in our minds. |
| 12:40pm | Panel: Stop Reloading the Dishwasher
Are you guilty of reloading a dirty dishwasher? Have you ever changed your kids’ clothes after dad put them in the “wrong” outfit? Do you tend to “fix” things that don’t really need fixing? In this discussion, we’re going to explore how to let go of perfectionism to help create more space in your day. |
| 1:15pm | Workshop: The Secret Way to Simplify Success Mary Dee
Known as “The Joy Catalyst” Mary Dee is an International Speaker, Best Selling Author and trusted Business Advisor. For over 2 decades she’s been helping impact driven businesses make great decisions. She’s built multiple start-ups from an idea on paper into multi-million dollar enterprises and she’s a world class problem solver. In this workshop, Mary will show you how to define and live in alignment with your success principles for more joy. |
| 1:40pm | Keynote: Resigning as General Manager of the Universe
Life – both professionally and personally - is constantly changing, especially right now. In this interactive and energetic program, Kim will share key stress busters and resilience boosters so that you can continue building momentum no matter what is happening. You will leave with practical, immediately actionable strategies to reduce stress, overwhelm and burnout, boost your resilience and learn to not only adapt, but conquer the change and uncertainty that is being thrown at you. |
| 2:25pm | Panel: Making Health Feel Less Like a Chore
Is health a priority in your life or something that you often end up fitting into an already crazy day? We will explore ways to build health and well-being into your schedule every day, with small tweaks and sample agendas that will help you live a healthier life. |
| 3:00pm | Workshop: #1 Key to Simplification, Productivity, and Prioritization
Some of us struggle with balancing work and life, staying productive, and setting priorities. Acclaimed author and thought leader Stephen Covey says “I am not the product of my circumstances. I am the product of my decisions.” You are a product of your decisions. In this workshop, you will learn the #1 key to simplify your work/life balance, increase your productivity, and make prioritization easier by making decisions with ease, confidence, clarity, and in alignment with your leadership purpose. |
| 3:35pm | Keynote: The Transformational Power of Self-Compassion
Often, professional women believe they must be hard on themselves to get ahead and navigate the challenges many women face in professional spaces. Yet, this perfectionism and self-criticism just holds us back. In her Keynote address, Dr. Adia will share her personal journey from perfectionism to self-compassion, highlight the power of practicing self-compassion, and share ways that attendees can put this into practice in their own lives. |
| 4:00pm | Final Wrap Up |

KEYNOTE SPEAKERS



ROSE LOUNSBURY

Rose Lounsbury is a simplicity coach, TEDx speaker, and author of the Amazon bestselling *Less: Minimalism for Real*. After blogging about her personal journey toward a simpler lifestyle, Rose was inspired to help others get more joy, balance, and freedom in their lives by owning less stuff. Rose spends her days speaking, writing, and helping her clients and online students create more peaceful, open spaces in their lives. Rose's advice has been featured in USA Today, and she's been a guest on *Good Day Columbus*, *WYSO*, *WVXU*, *Good Morning Cincinnati*, and *Living Dayton*. She lives in lovely Dayton, Ohio with her husband and wild triplets. You can visit her online at RoseLounsbury.com.



KIM BECKING

Kim Becking is an engaging, high-energy, fun and impactful motivational keynote speaker, change and leadership expert, leadership coach and award-winning author who helps organizations, teams and leaders build a Momentum Mindset® to boost resilience, reduce stress and overwhelm, conquer change and accelerate success no matter what life or work throws at them – even a pandemic. As a leading thought leader on resilience and thriving in the midst of change, Kim has been featured in national media such as *People*, *SELF*, *The New York Times*, *USA Today*, *Good Morning America* and *Lifetime Television*. After hearing Kim, audiences leave ready to take her relatable lessons and Momentum Boosters and put them into immediate action.



DR. ADIA GOODEN

Adia Gooden, Ph.D. is a licensed clinical psychologist; she received her BA in Psychology from Stanford University and her PhD in Clinical Community Psychology from DePaul University. Dr. Adia served as the Coordinator for Multicultural Outreach and Support for the Student Counseling Service at The University of Chicago and the Director of the Clinic and Community Programs at The Family Institute at Northwestern before starting her own business. Dr. Adia specializes in providing therapy to people of color. Dr. Adia is a sought-after, dynamic speaker who gives talks on unconditional self-worth, imposter syndrome, and Black women and mental health. Dr. Adia gave a TEDx talk on “Cultivating Unconditional Self-Worth” which has over 750k views and has online courses designed to help people connect to practice self-compassion and connect to their unconditional self-worth.

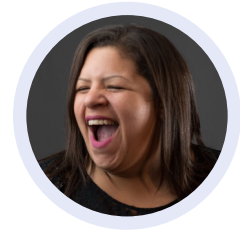


THE SIMPLIFY SUMMIT POP-UP SHOP

All proceeds from purchases through September 4, 2021 will benefit Hey There Beautiful (purchased through September 4th)

Founded in April, 2015, Hey There Beautiful Foundation is a 501(c)3 non-for-profit empowering women and young girls to achieve their life goals through education, motivation, self-awareness & self-development.

[Learn more about Hey There Beautiful](#)



DAILISHA RODRIGUEZ



SHOP THE COLLECTION

WORKSHOP SPEAKERS



MARY DEE

Known as “The Joy Catalyst” Mary Dee is an International Speaker, Best Selling Author and trusted Business Advisor. For over 2 decades she’s been helping impact driven businesses make great decisions. She’s built multiple start-ups from an idea on paper into multi-million dollar enterprises and she’s a world class problem solver. In 2018 Mary healed from Breast Cancer holistically after surgery and she carries a heart for philanthropic projects through her work as the Chair of the Board for thebreasties.org. For more great stories, inspiration and magic mindset moments, head over to www.marydee.com or join her across any social platform!



ROBIN L. OWENS, PH.D.

Robin L. Owens, Ph.D., is a speaker, author, and college professor. Outside of the college classroom, Robin teaches, mentors, and coaches high-achieving women leaders to help them to discover and express their leadership purpose. She is the host of the popular podcast “Leadership Purpose with Dr. Robin.” Also, she is the author of the upcoming book – “Purpose-Based Decisions: An Inspirational Guide to More Meaning, Purpose, and Passion in Your Leadership, Business or Career.”



When she is not writing, speaking, teaching, or helping clients reach their goals, you can find Robin walking in the park, riding a bike on the beach, laughing with friends, eating popcorn while watching documentaries, or delighting over the fact that she convinced her nieces and nephews that she’s the cool aunt.



Denise Styer

Coaching & Consultation

ARE YOU WONDERING IF YOU ARE EXPERIENCING BURNOUT?

Take this free quiz. You’ll receive an invite to join me for a 15 minute call to review your results and to receive some quick self-care techniques you can include in your schedule.

TAKE QUIZ



RESOURCES IN THE IAW COMMUNITY

IAW members can access bonus summit content in the IAW community. Login at community.iawomen.com to access these resources.



PRINTABLE AFFIRMATIONS

Affirmations are positive statements that are repeated often to help you overcome self-sabotage and negative self-talk. Print this one-page sheet and hang it somewhere that you'll see daily. Repeat these affirmations often, believe in them, and you'll start to see them manifest in your life.

HABIT TRACKER

This is so much more than a simple to-do list. The only way to build new habits is through routine — and this habit tracker can be used to help you build new habits, break old habits, track your progress and hold yourself accountable. Set a goal, identify the habit, and get started with tracking!

PRODUCTIVITY PLANNER

If your to-do list is overwhelming and you tend to lose sight of what needs to be accomplished each day, this productivity planner will become your new best friend. Print off enough copies for six to eight weeks and start tracking your daily to-do's. Be sure to block time for the things that matter most (relationships, self-care, etc)!

NOT A MEMBER?

Visit info.iawomen.com/join to learn more about member benefits and to start your membership today!

STOP RELOADING THE DISHWASHER

SPEAKERS:



Latika Vines



Karla Aghedo



Danielle Kitzes



Lenore Trammell



MAKING HEALTH FEEL LESS LIKE A CHORE

SPEAKERS:



LaDonna Williams



Dr. Denise Styer



Tabitha Howard



Phyllis Weaver



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