



OPTIMIZE Your Life

A DFI MASTERCLASS



Virtual Event
November 12, 2021

Presented by

RenaissanceRe

designed for
impact

Schedule

a.m.

8:30	Digital Checkin & Virtual Photobooth
9:00	Welcome & Intro to Morning Sessions
9:20	Sponsor Remarks
9:30	Interactive Experience <i>"Dream Big. Dream Forward"</i>
10:30	Break
10:45	Mini Masterclass <i>"Fuel Your Health"</i>
11:00	Morning Keynote <i>"Rewire Your Brain, Reinvent Your Future", Staci Danford</i>
11:40	Lunch Break (free time)
12:10	VIP Deep Dive Session (Sponsor Companies Only) <i>"Rewire Redux plus Q&A", Staci Danford</i>

p.m.

1:00	Break/Optional Networking Rooms
1:45	Welcome Back
1:55	Mini Masterclass <i>"Practical Diversity, Equity & Inclusion"</i>
2:00	Interactive Experience <i>"Your Best Face Forward"</i>
2:45	Break
3:05	Mini Masterclass <i>"Negotiate Your Life"</i>
3:15	Afternoon Keynote and Q&A <i>"The Reinvention Roadmap"</i> <i>Her Royal Highness Ambassador Reema Bandar Al Saud</i>
4:00	Closing Remarks
4:30	OYL 2021 CLOSE



June 30th, 2021

Hello Ladies,

It's been too long since we met in a space like this. The past year and a half has been a perfect storm of circumstances that nobody could have predicted. As with any storm, the aftermath can be just as chaotic as the event itself - sometimes even more so. After this period of change and challenge, we just wanted to remind you that there is HOPE and there is HELP.

A little more than six months ago, the DFI Team met on a Zoom call to strategize what HOPE and HELP might look like. We were much like you, a little overwhelmed and a bit uncertain about what the future might bring, but we did know one thing: DFI needed to return in 2021. Though we might not be able to engage in the same way because the world was different, some things were non-negotiable:

- We needed to ensure a safe environment
- We wanted you to relax, to destress and shed the overwhelm
- We wanted to provide you with a compass, so you could find direction if you needed it

- The content had to be relevant, immensely helpful, and immediately usable
- We needed to find a way for you to network and connect with other women

So as we sat behind our devices in presentable tops and questionable bottoms (plus the odd avatar or two), we came up with a tentative plan.

What evolved was unlike anything we've created before. For one, it's completely virtual. We've included interactive experiences to help you relax and destress. We've moved to a Masterclass format - short presentations that explain not only 'the what', but 'the how' of a topic so it's immediately actionable. We geared all our sessions to touch on topics that are relevant to you in this moment. We've created opportunities for you to network virtually and to practice group facilitation if that appeals to you! And of course, as with all of our events, we've engaged amazing presenters and world class keynotes.

This conference is about taking care of ourselves and our families. It's about taking the

time to envision a better future for ourselves and creating the mindset that will get us there.

It's a celebration of our resilience at work and at home. More than anything, it's about FUN, about MOVING FORWARD and REINVENTING OUR FUTURE. We hope that you'll embrace our vision and meet us online on November 12th.

Until then, please be kind to yourselves. You absolutely deserve it!



Leah Dean
Founder, Designed for Impact



Well,
Hello Ladies!

Keynotes

Rewire Your Brain, Reinvent Your Future

10:50 a.m. with Keynote

Staci Danford of "The Grateful Brain"

The mind is both curious and complex. It takes us to places we never knew we could go. In this session, you will learn how to interrupt the 'business as usual' function of your brain and direct it to help you reinvent your future. Discover how to change your patterns and produce - on demand - the chemicals that will help you to shift. Science says this is the foundation for change. Together we will explore how to rewire our brains to keep us moving forward and change our future. If you have been stuck or simply want more, this session will kick start your reinvention process!

The Reinvention Roadmap

3:00 p.m. with Keynote

Her Royal Highness Ambassador Reema Bandar Al Saud

The Embassy of the Kingdom of Saudi Arabia

We all have a unique design and at DFI, we believe that we are all designed for impact. However, sometimes, the path to get from where we are to where we want to be is hidden, fuzzy, or simply out of our reach. Have you ever wanted to tackle something or bring about change that simply did not exist? Join us in this intimate fireside chat with Her Royal Highness Ambassador Reema Banda Al Saud as she shares her stories of change and the road map that she followed to shift perspectives, mindsets, and in the process change the destiny of women for generations to come.



Experiences

Dream Big. Dream Forward

9:35 a.m. on the Main Stage & Breakout Rooms
with hosts Maria Holder & Camille Trott

This interactive session will get you ready for 2022 as you identify your dreams and your path to get there. During the experience, we will explore the areas of your personal and professional life where you are ready to dream a bit bigger. We will have some fun together as we create a personal time capsule, a gift just for you. No bars, no ceilings, no boxes - this is your time to dream! After our dream session, we will then explore what are the specific steps and actions that you can take to bring your dreams to life in 2022. Bring your scissors, magazines, colored pens, and the items in your experience box, and let's get ready to dream BIG and dream FORWARD together.

Your Best Face Forward

2:00 p.m. on the Main Stage
with host Akilah Littles

Our face is often the first thing people see. It expresses emotion and communicates when we are not speaking. During this interactive session, you will dig into your experience box and enter a world that helps you to relax and rethink how you care for your window to the world - your face. We know you are busy and you deserve a gift that leaves you re-energized and feeling better. Your host will guide you in simple but effective techniques as you relax, have fun, and learn the techniques to put your best face forward.

Mini Masterclasses

Fuel Your Health

10:45 a.m. on the Main Stage
with Instructor Agathe Holowatinc

You want to do great things but could you be limiting yourself by how you fuel your body and mind? In this session, find out what you need to fine tune your health so you can fuel your future. After all, you have goals to reach and a legacy to create!

Practical Diversity, Equity & Inclusion

1:55 p.m. on the Main Stage
with Instructor Lorene Phillips

How do we build workplaces of psychological safety where people feel like they belong despite their differences? Where they are not afraid to make mistakes and can show up authentically and be heard? In this session, you will learn practical ways to make a real difference by making every member of your team feel included, trusted and respected.

Negotiate Your Life

2:55 p.m. on the Main Stage
with Instructor Susan Pateras

Are you getting what you want out of your personal and professional life? If your answer is no, perhaps it's because you haven't learned an effective way to ask. In this Mini Masterclass, learn the art of persuasion and how to be a more effective negotiator so that you can get more of what you want.





Networking & Deep Dives

Work the Room

11:45 a.m. Session A
1:15 p.m. Session B
with Various Hosts

Connect with women at all levels on mutual topics of interest. Sessions will be guided by a room monitor and a facilitator with a list of talking points to spark conversation. Topics to be announced closer to the date.

If you'd like to practice your facilitation skills, this is a great opportunity to do so. Guest facilitators will be entered into a raffle draw for a chance to win unique prizes.

Rewire Your Brain Redux

12:30 p.m. in the VIP Breakout Room
with Keynote Staci Danford

Want more information about your body's HAPPY CHEMICALS? Or maybe you want to understand more about your brain's unique filter system and how to take advantage of it. Take a deeper dive into the science behind rewiring your brain in this interactive Q&A.

This is a VIP session for employees of sponsor companies only and requires additional registration credentials to access.



**Her Royal Highness
Ambassador Reema Bandar Al Saud**

The Embassy of the Kingdom of Saudi Arabia

Appointed Ambassador to the USA in February 2019, HRH is the first woman in the country's history to serve in this role. From 1983 to 2005, she lived in Washington, DC, when her father Prince Bandar was Ambassador. When Princess Reema returned to Saudi Arabia she focused on private sector initiatives and the empowerment of women. From 2007 – 2015 she was CEO of Alfa International Company Limited - Harvey Nichols Riyadh, a multi-brand luxury retail company, where she set the tone for female inclusion in retail. In 2013, she founded Alf Khair, a social enterprise elevating the professional capital of Saudi women through a curriculum enabling financial self-sufficiency.

In 2016, Princess Reema left private sector and joined public service as Vice President of Women's Affairs at the Saudi General Sports Authority where she developed policies and programs benefiting women and children. In 2018 she was promoted to Deputy of Development and Planning before also being appointed President of the Mass Participation Federation, making her the first woman to lead a multi-sports federation in the Kingdom. In 2020 Princess Reema became the first Saudi woman to be appointed as a Member of the International Olympic Committee.

Princess Reema's other roles and appointments include: Chairman of the Special Olympics (since 2019); Board Member of Saudi Arabian Olympic Committee (since 2017); Chairman of the Executive Committee & Board Member of the Fashion Commission at the Saudi Ministry of Culture; Board Member the Future Investment Initiative Institute (2020); Board Member Panthera's Conservation Council (2020); Member of the World Bank's Advisory Council for the Women Entrepreneurs Finance Initiative (2017 - 2020); Member Saudi Arabian Olympic Committee (since 2017); and Member International Olympic Committee (IOC) Women in Sports Commission (since 2018).



Staci Danford **Educational Neuroscientist**

Rewire Your Brain Reinvent Your Life

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-  <https://thegratefulbrain.com>

Staci Danford is a one-of-a-kind mix of JOY & Neuroscience, with a Master's Degree in Mind, Brain Education. She is the owner and operator of The Grateful Brain, a consulting company using Neuroscience to help individuals, schools and companies THINK greater than they feel.

She has 25 years of teaching and communication experience and was voted as one of Fort Worth Magazine's Top 10 Teachers and Voyage Dallas Magazine's Most Inspiring People.

Staci has been a GRATITUDE consultant for the ABC News show, Good Morning Texas, and has spoken on the TEDx stage.

Staci has the incredible ability to make science simple and has trained people around the world how to use cutting-edge neuroscience to impact their daily lives. She uses practical methods and accessible systems, to reWIRE the BRAIN so that you can reINVENT the future.

Staci and her husband Larry live in Azle, Texas. She is the mother of three incredible children: Brent- 31, Brooklyn- 28, and Brady-13.



Maria Holder

Speech-Language Expert and
Certified Coach | Speaker

 [Maria Holder - LinkedIn](#)

Maria is a Speech-Language Pathologist for the Department of Health with specialties in voice and vocal pathology, as well as speech science and corporate speech consulting. She is also the Facilitator for Health Promotions and Public Relations for Speech and Language Services in the Government of Bermuda, which provides opportunities for advocacy and education in various settings.

In addition to her work with the Department of Health, Maria is a Coach, Speaker, and Trainer with the John Maxwell Team, certified for both youth and adults. Maria holds a Masters degree in Speech-Language Pathology from The Ohio State University, where she also completed a Bachelors degree in Speech and Hearing Sciences.

Her passions include public speaking, design/decoration, and event planning/management. One of her greatest joys is being able to create unforgettable moments that people will cherish for a lifetime. She also enjoys reading, coloring, crafting, and painting, as well as spending time with her husband of 20 years and their two sons.



Akilah Littles

Aestheticienne | Entrepreneur &
Founder, Littles Health

 [Akilah Littles - LinkedIn](#)

Akilah Littles IFA, ITEC, CIBTAC, CIDESCO, has devoted 23 years of practice to the Health Industry in her desire to see every person well and whole. Starting at Niagara Christian College (now Niagara Christian Collegiate) and putting the school on the map in Track and Field, a career in Health Sciences was inevitable. She attended Brock University and The Yorkshire College of Beauty Therapy in the process.

Completing her studies, she embarked on an 8-month contract working in the Spa on the Carnival Cruise ship "Fantasy." The 12 to 17-hour days and full calendar honed her work ethic. Returning home to Bermuda, Akilah worked several jobs while building her niche clientele base with in-home treatments and gaining a family of loyal patrons.

Being an athlete and business owner allowed an empathetic approach. With the help of other therapists, her business will be branching into other areas of self-care. She believes that everyone should have the knowledge and the tools to be healthy and to thrive.



Camille Trott

Business Consultant | Leadership
and Executive Coach

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Camille is the President and Chief Executive Officer of Austin Communications, LLC. She is also a senior consultant and coach with Phoenix Global International Consulting Firm. Additionally, she is a certified executive coach and facilitator at The John Maxwell Company. Camille partners with high-achieving entrepreneurs, sports and entertainment executives, and global organizations.

Camille is an accomplished professional with over 25 years of experience in business development, communications, executive coaching, corporate training, and public speaking. She has worked with The Arthur M. Blank Family Foundation, PGA TOUR Superstore, Atlanta Falcons Football Club, Mercedes-Benz Stadium, Atlanta FC - a Major League Soccer team, and Mountain Sky Guest Ranch to name a few. She is most proud of her oversight and business management of President Barack Obama's private event at the Arthur Blank Family Office during his presidency.

In 2021, Camille was appointed Bermuda delegate to the Global Chamber of Business Leaders. She serves on the board of advisors for multiple organizations. In her spare time, she loves reading non-fiction, mentoring women in business, and spending quality time with her family. Her passion is to influence others by leading by example and helping to equip leaders in their paths to success. She challenges her clients to live their lives with purpose through innovative thinking and positive change. She is a well-respected, influential businesswoman and leadership coach.



Agathe Holowatinc

Integrative Nutrition Health Coach |
Director & CoFounder, FUELLED
Bermuda Ltd.

 [@fuelled-bermuda-ltd](#)

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 <https://fuelledlife.com>

Agathe Holowatinc, MLIS, INHC, is a passionate advocate of real food, holistic “Whole-Life” approaches to health and communicating big ideas in a simple way. She believes that vibrant health is our birthright and that achieving optimal health is the best springboard for achieving all of our biggest dreams.

Agathe is a Certified Integrative Nutrition Health Coach, having graduated from the Institute of Integrative Nutrition® in New York City and is trained in modern health coaching, eastern and western nutrition philosophies, fundamentals of nutrition therapy, and relating the impact of dietary and lifestyle changes on optimal health to others. Agathe also loves to cook and has spent 20+ years thinking about how she can deliver food that will actually benefit those who eat it – That will actually FUEL their bodies.

Her signature ‘Food-As-Medicine’ approach and deep passion for healthy cooking led her to author an optimal nutrition handbook called FUELLED: Transform Your Body | Enhance Your Energy | Supercharge Your Life (2018) where she shares her wellness philosophy, inspiring health tips and delicious recipes with Bermuda and the rest of the world. She can often be found teaching “Healthy Doesn’t Have To Be Hard” cooking classes in person or online to students of all ages and cooking abilities. Agathe is also a private health food chef, public speaker and Director and CoFounder at FUELLED Bermuda Ltd.



Susan Pateras

Deputy Chair | Advocate |
Intrapreneur | Entrepreneur

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Susan is Deputy Chair for The Bermuda Business Development Agency (BDA) an independent, public-private partnership funded by the Bermuda government and private sector. The Agency was founded to help empower the economy and enhance the island's global reputation with a mission to retain and create jobs, promote inward investment, and grow Bermuda's GDP through targeted strategies and business development initiatives.

As a veteran insurance executive, Susan was previously Chief Operating Officer of Liberty Mutual Bermuda (formerly Ironshore Insurance Ltd.) and in 2020 was featured in "Women in Hamilton – Leading The Way" in Bermuda Re: ILS Magazine. With over 20 years in the insurance industry, Susan has been on the ground floor of two start ups and is a senior contributor and thought leader on various topics including digital transformation, executive leadership, healthcare liability, and technology and insurance innovation.

Susan is also Founder of The Art Of You, an organization dedicated to providing specific tools, resources, and a network of support for women transforming, designing, and redesigning the life they imagine.

Susan holds a BBA from Temple University with a dual major in Risk Management and Insurance and Business Law and resides in Hamilton, Bermuda with her husband, son and dog Maxi.



Lorene Phillips

Executive Life Coach | Founder,
Clarendon Wallace

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Lorene is the Founder of Clarendon Wallace, an executive coaching and consulting firm and The British School of Etiquette, Bermuda. She is a qualified executive and career coach, bespoke leadership trainer and facilitator, speaker and author. With an over 25-year track record of combined success as an international reinsurance and insurance underwriter and claims practitioner, Lorene engages her clients in practical real-world application that distinguishes her delivery from her peers.

Lorene thrives in highly visible engagements with high performing individuals. Clients value Lorene's straight talk, depth of 'real world' executive experience and her passion to engage with and develop next level leaders.

Lorene has over 20 years of coaching experience and is a qualified Executive and Personal coach with The Coaching Academy in London (ICF Member). She is a qualified Business Etiquette trainer with The British School of Etiquette, London.

Lorene is also an approved Institute of Leadership & Management (ILM) trainer that delivers ILM accredited leadership & management programmes. She holds a BA (Economics) from Acadia University and is a Chartered Insurer with the Chartered Insurance Institute (CII), U.K. Lorene serves on the board of Packwood Home and The Bermuda College Foundation where she lends her business skills regarding fundraising initiatives.

A BIG Shout Out!

Whenever we set out to design a conference or event, it's always within the context of 'what will do the most good right now?' This year's event is a slight departure from what we normally produce, but we believe it's a necessary departure and is in keeping with our 'do the most good' philosophy.

The thing is, whenever you introduce something new, you never really know whether anyone will see the vision. We're extremely grateful to you, our sponsors, who not only caught the vision but embraced it wholeheartedly, and for this, we salute you! Thank you so much for partnering with us. We could not have done it without you!

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