

Confidence is a Choice

Real Science. Superhero Impact.

KEYNOTES (1-1.5 hours) • WORKSHOPS (1/2 day)

Delivered Onsite or Virtually

Appropriate for any audiences with varied industries, roles, levels, experience, gender, and age

Confidence isn't a result—it's a requirement. It is what fuels achievement, leadership, and well-being.

We've been misled, often lied to. Confidence isn't inherited or vicariously inspired. You don't just get it by working hard or faking it 'til you make it. Sadly, it takes most people 60+ years to figure it all out and reach their confident best.

Using brain science, now anyone can hack the process to master the skill of confidence.

- **CLARIFY** what confidence is (and is not), how it works in our brains & impacts behavior.
- **CALIBRATE** your confidence to understand what is helping or hurting it.
- **CONTROL** common villains & kryptonite that constantly steal confidence.
- **COMMUNICATE** confidence to have true executive presence & leadership influence.
- **COACH** yourself & help other people using practical techniques & tools.



[Watch the TEDx](#)

Attendee Outcomes:

- **Stay Calm & In Control** – *proactively manage confidence-challenging situations and people.*
- **Amplify Your Influence & Impact** – *naturally convey credibility and inspire trust.*
- **Boost Your Energy & Engagement** – *reduce the stress of indecision and overwhelmedness.*
- **Help Others Be Their Best** – *know how to better motivate and informally coach people you care about.*

Content endorsed by leading experts at:

- Harvard Business School & Medical School
- MIT Entrepreneurial Center
- Wharton Executive Education
- Wharton Neuroscience
- UPenn Innovation Center
- UC Berkeley Executive Ed Advisory Board
- HY & Diversity leaders at Staples, Yale, et al
- Executive coaches, & talent optimization consultants
- Bestselling authors, top speakers, and respected CEOs



“Anyone that wants to lead or simply live well should embrace this training. It's not just fascinating but you will immediately strengthen your own and other people's confidence.”

Joe DiLorenzo

Former CFO & SVP of Admin, **Boston Celtics**
Honorary Life Member, **Financial Executives International**
President, **MD Group Consulting**

AmericanConfidenceInstitute.com



American Confidence Institute

Clients include:



[See all past & upcoming engagements](#)

Alyssa Dver

Chief Confidence Officer & CEO

Author, "Confidence is a Choice: Real Science. Superhero Impact."

- **TEDx speaker**, Recognized by Boston's Best Speakers, trained/coached 350,000+ individuals
- **7-time author, blogger, media go-to expert**, & podcast co-host: "[In Confidence: Face Your Workplace](#)"
- **MIT Trust Center Professional Advisor**; lecturer & coach at UPenn/Wharton Innovation Center
- Founder & Chair for the employee diversity & inclusion association [ERG Leadership Alliance](#)
- Former Chief Marketing Officer for tech and HR companies; 5-time Founder/CEO; active Board member
- Judge for annual Stevie's Awards for Best Employers & Women in Business



Curriculum

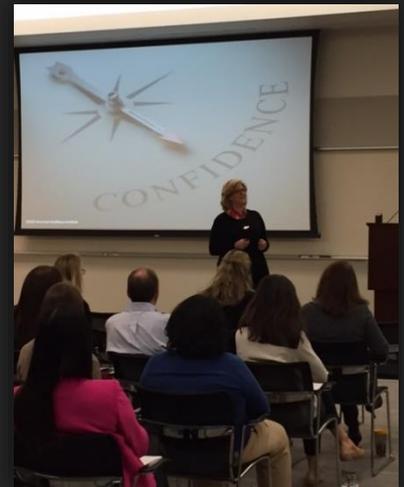
KEYNOTES (1-1.5 hr, unlimited # of attendees):

- Defining Confidence: what it is, and what it is not
- Confidence Brain Science & Meta-Confident Thinking
- Dealing with Confidence Villains & Kryptonite

WORKSHOPS (half day, 25 people max):

- Keynote content
- Confidence Quotient (CQ) Assessment
- Setting Your Confidence Rulebook: Values, Needs, & Wants
- Mastering Mindset
- Taming Triggers and Overriding Autonomic Responses
- Communicating Confidence
- Making Confident Decisions

(Optional 3-hour add-on: Coaching content + Certification Exam & Practicum. See [Everyday Confidence Coaching Workshop](#) for details)



[Click to watch sample speaking video](#)

Why is this training effective?

- Everything is backed by science, data, and recognized experts.
- Thoughtfully-placed interaction keeps participants engaged while also giving peer perspectives.
- Real-world role plays effectively apply learnings, so participants leave immediately empowered.
- Participants appreciate the value in all aspects of work **and** overall life.



"Discovering the effects of neuroscience and confidence is eye-opening. I highly recommend Alyssa for anyone looking to instill change and positive momentum for their organization."

Jae-Lyn Hecht
Commercial Services Leader
IBM



"Confidence is at the heart of engagement and productivity. This is must-do training for any company that is serious about professional development."

Lawler Kang
Former Head of People, **Rue La La**
CEO, League of Allies