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WOMEN *of* ACHIEVEMENT  
BENEFITING CRIBS FOR KIDS



# About

Hey there, I'm Kelli! I've worn many hats in my career journey, from marketing & PR, to writing to business development across various fields. You might know me from my 11-year stint with the Pittsburgh Business Times.

After the 2020 pandemic curveball, I turned my passion for helping others into my very own venture, K2 Creative Strategies (K2 Creative, LLC.) My mission is to "Make Your Message Matter." I specialize in assisting seasoned solopreneurs and entrepreneurs uncover fresh opportunities and guiding aspiring ones to elevate their game. Since kicking off, I've had the joy of supporting over 100 solopreneurs, authors, coaches, and speakers in showcasing their services, books, and products through visibility consulting and brand elevation strategy.

My clients have graced the national stage, on podcasts, in publications, and even on TV shows like Dr. Phil, Pittsburgh Today Live, Talk Pittsburgh, and more. It's been a wild ride!

I am a founding member and serve on the board of the Brave Women Project (BWP), I'm all in on their mantra of "Do one brave thing every day!" and our 5 Es: Engage, Encourage, Empower, Educate, and Evolve.

In November 2020, I brought together 20 incredible female business owners and nonprofit executives to create the Amazon bestselling anthology *Twenty Won: 21 Female Entrepreneurs Share Their Stories of Business Resilience During a Global Crisis*. My chapter, "From Imposter to Inspiration," details how the "gifted, popular girl"—who should've been a no-brainer four-year collegiate—dropped out of college and took a more scenic route to a professional career.

Beyond the bookshelf, I've taken *Twenty Won* to new heights, spreading the word on imposter syndrome through my signature workshop, **From Imposter to Inspiration: Getting Past Imposter Syndrome and Increasing Your Visibility**. I've shared my insights with audiences at conferences, workshops, podcasts, and livestream presentations, reaching an international audience including Brazil, India, Scotland, Ireland, and Poland! I also concentrate on helping folks define their brand, identify their audience, and uncover opportunities in my workshop **Gaining Visibility with Your Personal Brand to Increase Impact, Influence, and Income**.



Professional photos by Villa Montarti  
Portrait and Legacy Design



# From Imposter to Inspiration: Getting Past Imposter Syndrome and Gaining Visibility

## Unlock Your Team's Full Potential: Overcome Imposter Syndrome and Inspire Success

Ever found yourself questioning your worth in your role? Do you occasionally think, "I don't deserve this," or fear that your achievements are merely a stroke of luck?

You're not alone. Studies reveal that up to 70% of individuals grapple with Imposter Syndrome at some point. These feelings of intellectual phoniness, persistent fraudulence, and difficulty accepting recognition are widespread and impact professional growth.

My signature workshop, "From Imposter to Inspiration," is inspired by my chapter in the book *Twenty Won: 21 Female Entrepreneurs Share Their Stories of Business Resilience During a Global Crisis\**.

This transformative 90-minute session, featuring two engaging breakout sessions, has left a lasting impact on audiences worldwide. From Brazil to India, Scotland to Ireland, and Poland, my workshop has empowered hundreds to break free from the shackles of self-doubt and imposter feelings.

### In this 90-minute dynamic workshop, participants will:

- Understand Imposter Syndrome: Gain insights into what Imposter Syndrome is and its pervasive impact on personal and professional life.
- Navigate the Imposter Syndrome Cycle: Receive a breakdown of the cycle and practical strategies to break free from its grip.
- Master the 4 Ps of Imposter Syndrome: Identify and address the key elements contributing to imposter feelings.
- Uncover Early Experiences: Explore the three early experiences that may have sown the seeds of fear and insecurity.
- Identify Imposter Personalities: Recognize the personalities that might be hindering visibility and storytelling.
- Embark on the Path to Visibility: Discover unconventional W.T.F. Tips (not what you think) to kickstart visibility and career advancement.
- Define Three Realities: Understand and leverage the three realities that can catapult individuals into the spotlight.

Empower your team or organization to transcend Imposter Syndrome, embrace their worth, and become true inspirations in their respective fields. Elevate your workforce to new heights with our proven strategies and real-life success stories. Don't let Imposter Syndrome hinder your potential – turn it into a catalyst for professional growth.

**Appropriate for:** Conferences, Retreats, Summits, & Workshops; Entrepreneurs & Business Owners; Corporations; Sales & Management Teams; Colleges & Young Professionals; Women's Groups; Business Networking Organizations & Social Groups; Chambers & Rotaries

**Demographics:** Women & Men, All ages

**Setting:** In-person, Virtual, or Hybrid

**Timing:** 90 minutes

**Workbook:** Yes

**Adaptability:** Podcasts and Panel Discussions

**Investment:** \$850 – \$1,200

\*Purchase of the book *Twenty Won* may be required for this speaking engagement.

# Gaining Visibility with Your Personal Brand to Increase Impact, Influence, and Income

**Define Your Brand • Determine Your Audience • Discover PR Opportunities**

## **Elevate Your Personal Brand: A Workshop for Solopreneurs, Coaches, Speakers, Authors, and Experts**

Unlock the secrets to boosting your visibility, influence, and income with our dynamic workshop, Gaining Visibility with Your Personal Brand. This transformative session is tailored to those who aspire to be seen and make a lasting impact.

Are you a solopreneur, business owner, or thought leader craving visibility? Perhaps you're an author, speaker, or coach ready to share your expertise but unsure of how to reach a broader audience. In sales but struggling to sell yourself effectively? If you've been quietly waiting to be recognized, whispering, "Pick me, pick me!"—this workshop is your game-changer.

### **This robust 60-minute workshop will empower you and group to:**

- **Define Your Brand:** Craft a compelling brand identity through print, digital, and visual marketing strategies that resonate with your audience.
- **Perfect Your Pitch:** Learn the art of pitching, including what to pitch to media, podcasts, and event organizers to secure speaking opportunities.
- **Identify Your Audience:** Thoughtfully determine your target audience and discover effective ways to connect with your "people" for maximum impact.
- **Seize Speaking and Writing Opportunities:** Uncover a wealth of opportunities for sharing your expertise through speaking engagements and writing ventures.
- **Evaluate Your Expertise:** Understand your level of expertise—whether you're an "Internal Practitioner," a "Community Ambassador," or poised for even greater heights.

Whether you're a solopreneur seeking to amplify your brand, an executive aiming for executive presence, a C-level professional desiring broader recognition, a speaker yearning to captivate audiences, or a networking leader looking to foster meaningful connections, this workshop is designed to propel you to new heights. Embrace the strategies that will not only define your personal brand but also drive your success in the realms of impact, influence, and income. Don't just wait to be noticed; make yourself unforgettable.

**Appropriate for:** Conferences, Retreats, Summits, & Workshops; Entrepreneurs & Business Owners; Corporations; Sales & Management Teams; Colleges & Young Professionals; Women's Groups; Business Networking Organizations & Social Groups; Chambers & Rotaries

**Demographics:** Women & Men, All ages

**Setting:** In-person, Virtual, or Hybrid

**Timing:** 60 minutes

**Workbook:** Yes

**Adaptability:** Podcasts and Panel Discussions

**Investment:** \$750 – \$1,100



# Monthly Virtual Expert Topic Workshop

## Unlock Your Unique Message and Elevate Your Impact

Are you a speaker, solopreneur, author, or coach seeking to elevate your impact and mesmerize your audience with a compelling presentation? Your journey to crafting a signature message that resonates starts here! Introducing my exclusive Expert Topic Workshop, designed to empower you to refine and amplify your expertise, leaving an indelible mark on your audience.

### What You'll Accomplish in this 2-hour Virtual Workshop:

- **Define Your Expertise:** In a crowded market, standing out is crucial. I'll help you define and articulate your expertise, ensuring you become the go-to authority in your field.
- **Determine Your Expert Topic:** You'll take a journey into your personal narrative, passions, knowledge, and strengths while clarifying your ideal audience.
- **Craft Your Signature Presentation Title:** Your title is your first impression. Learn how to create a title that grabs attention, sets the stage, and leaves a lasting impact.
- **Create a Pitch that Lands Speaking Gigs:** Use the art of persuasion to combine your topic and outline into a winning marketing pitch. I will show you how to work your pitch into your 30-second commercial for maximum networking impact.
- **Benefit from Working with a SMALL Group of Professionals:** Each workshop is limited to 3 attendees for maximum impact. Share ideas and gain insights with the help of like-minded peers.
- **The learning doesn't end when the workshop does.** We will meet 1:1 to debrief on the group session and further the discussion about your expert topic.

### Testimonials:

"Her approach was incredibly impactful – tailored, insightful, and abundant with practical tips. I was one of a small group of three participants, and the intimate setting allowed for a deep dive into our individual businesses, almost like a personal hotseat session. Kelli's expertise not only helped me pinpoint my ideal speaking topic but also equipped me with engaging titles and some audience interaction techniques. She is nurturing, and loves to connect you with people and opportunities, which made the workshop even more valuable. Highly recommend for anyone looking to enhance their public speaking and visibility!"

~ Tracy Montarti, Founder, [Villa Montarti Portrait & Legacy Design](#)

"Kelli's expertise was evident from the get-go, seamlessly guiding us through advanced techniques that have truly elevated my abilities to build a topic with a signature talk tagline, and identify my audience. The content was insightful and comprehensive, and it created an interactive workshop that made the learning process enjoyable. Kelli fostered a comfortable environment that encouraged us to step out of our comfort zone and help each other form great ideas. I highly recommend this workshop to anyone interested in creating their expert topic – it's a game-changer!"

~ Sunnie Fenk, IT Business Relationship Partner | [getWITit Pittsburgh Chapter Co-President](#)



Workshops are scheduled monthly and are limited to 3 participants. [Click here for dates and registration information.](#)

# Workshop Testimonials

"I was in attendance, alongside my team, for your Imposter Syndrome Event! I just wanted to let you know that we felt so seen (especially the women on the team) with the different imposter archetypes/personalities. It led to an open conversation where we could speak about why we resonate with what we heard and open up about how these personalities live in our individual lives. A teammate of mine even mentioned how he found it very meaningful that there wasn't a rush to get through the slides, and that we were sent the materials so we could think about the topic after the event. It was overall just a great discussion that brought out a lot of necessary vulnerability in my team and the group as a whole. I really appreciate you coming to talk to our company and appreciate you making space for people to feel seen within this invisible syndrome!"

– Sydney. B., Banking Technology, BNY Mellon

"Thank you for scheduling this session. It was helpful for me as an expert immigrant who's trying to get back my confidence in my new world. After (listening) to Kelli today, I feel like I am not the only women struggling with this issue. And I believe this session should be (presented to) all the senior managers and leaderships as well, because they play a key role in all women's work environment."

– E.B., Senior User Experience Designer

"Just want to say that it was a great event! The speaker was so authentic and able to create a safe space to share and reflect. Truly enjoyed...it was refreshing and inspiring...but also inclusive for someone like me on the other side of the world with a complete different background, culture etc.....everything said resonated with me. Well done and a huge thanks to the organisers."

– T.C., Banking Technology, Belgium

"I feel seen with this. Thanks for sharing."

– Kevin G., Technology Industry

"I thoroughly enjoyed having Kelli as a guest on my podcast. She is not only smart, insightful, and super qualified to discuss a wide range of topics related to marketing and entrepreneurship, but she's also a fun and lively conversationalist who brings a ton of energy and positive vibes to the discussion. As a podcast host, I'm always looking for guests who can add a dash of showmanship to the interview, and Kelli delivered big time. I'd be happy to have her back on my show in a heartbeat."

– Jeremy Shere, Tribal Knowledge Podcasting

"The best thing about Kelli Komondor as a guest on my podcast was how much thought she put into her preparation for our conversation. She had insightful and honest responses to my questions about her business experiences. Kelli is an exceptional communicator and conversationalist and makes a terrific podcast guest. She cares enormously about people and the importance of each and every relationship in business."

– Ingrid Thompson,

So You Want to Start a Business (Sydney, AUS)



# Seen & Heard

**Conferences, Workshops,  
Speaking Engagements,  
Livestream Presentations,  
Panel Discussions,  
Podcast Interviews**

Make an Impact Workshop

Women's Business Network – WBN

Pittsburgh Business Times  
Mentoring Monday

Next-Level You –  
Women's Retreat, Erie, PA

Duquesne University SBDC

Pittsburgh Business Diversity Conference

Page Turner's Studio with Cori Wamsley

P100 Podcast

Tribal Knowledge Podcasting

Pittsburgh North Regional Chamber

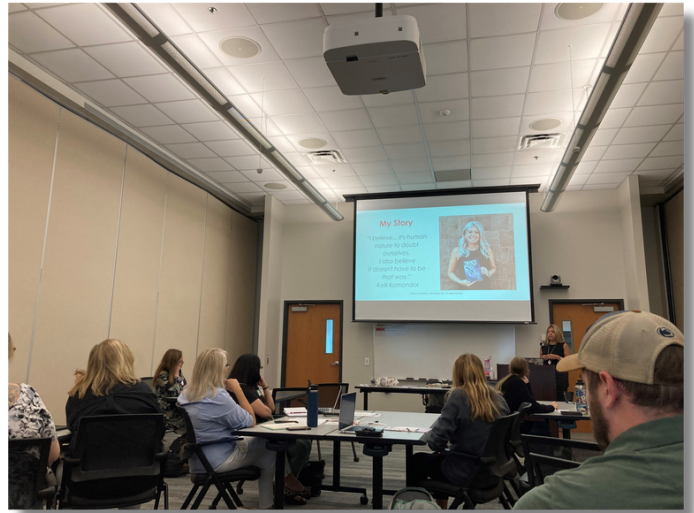
So You Want to Start a Business  
(Sydney, AUS)

Healthy Numbers (Sydney, AUS)

Duquesne Light Co. EmpowerHER

BNY Mellon

Pittsburgh Regional Transit



The Connected Mom Summit  
with Nicolette Moore

Brave Women Project

Resilience Training for Entrepreneurs  
with Laura Hitt

So You Want to Work in Marketing?  
American Marketing Association,  
Pittsburgh

Aurora Corialis Publishing

Coach with Merilee

EmpoweringYOU TV with  
Denise Galloni

Nonprofit LIVE with Amy Fazio

Bounce-Up™ with Mj Callaway

Insomnicat Media

Learning from Smart People



My workshops and keynotes can be presented virtually or in person, are appropriate for both women and men, and a fit for:

**LET'S  
TALK**

Conferences, Retreats, Summits, & Workshops

Entrepreneurs & Business Owners

Corporations

Sales & Management Teams

Colleges & Young Professionals

Women's Groups

Business Networking Organizations & Social Groups

Chambers & Rotaries

If you're looking for your next keynote speaker, workshop presenter, panelist, or moderator - let's talk!

If you're a solopreneur, entrepreneur, author, coach, or speaker I'd love to sit down and strategize with you on how we can "Make Your Message Matter" with K2 Creative Strategies!

Simply click "Let's talk!" to set up a complimentary 30-minute strategy session. I'm looking forward to it!

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