

POWERSHIFT

FROM BALANCING IT ALL TO THE STRATEGIC PURSUIT OF WHAT MATTERS MOST

The Live Experience: For women who are done chasing balance—and ready to lead from clarity and confidence.

WHEN YOUR ENERGY IS EVERYWHERE, YOUR PRESENCE IS NOWHERE.

BALANCE IS A MYTH—AND IT'S COSTING ORGANIZATIONS THEIR BEST LEADERS

Balance has become the gold standard of modern leadership, especially for women. **But balance is a myth.** It assumes work and life are separate domains that must be managed against each other. That assumption is false. Women don't experience work and life as separate. They experience them as one integrated system competing for finite energy, attention, and decision-making capacity. The result: Exceptional women running at capacity, but disconnected. Leaders who look confident, but feel misaligned. Burnout treated as a personal failure instead of a systemic issue. Retention risk hiding behind "high performance."

THE SHIFT

PowerShift Live challenges the myth at the center of modern leadership: Balance is not the goal. Alignment is. Participants move from responding to expectations to leading from intention, shifting endurance into discernment and busyness into impact.

THE FRAMEWORK

We begin by grounding leadership in identity – who she is now, not who she learned to be to succeed, and the unique value only she brings. From there, we define core values and priorities, ensuring leadership decisions align with what matters most. This creates the foundation for strategic, sustainable leadership.

THE PROPRIETARY TOOL

Radical Prioritization® is the practical leadership tool participants use to translate insight into action, prioritizing from alignment instead of urgency, ending chronic over-extension as a default, and building capacity rather than burning it.

THE IMPACT

PowerShift isn't about being more authentic at work. It's about leading with integrity between who you are and how you show up. After PowerShift Live, leaders demonstrate clearer priorities, faster decision-making, reduced burnout risk, stronger leadership presence, and sustainable performance under pressure.

FORMAT & DELIVERY

In-person or virtual live keynote or interactive seminar. Available as a 1-, 2-, or 3-hour experience, customized to your audience and objectives. Ideal for leadership development, ERGs, offsites, and executive retreats. You don't need women who can balance more. You need leaders who can decide better. PowerShift replaces the myth of balance with integrated leadership, where clarity, capacity, and decision-making are unified instead of divided.

What Makes PowerShift Different

PowerShift isn't about helping women "be more authentic" at work. It's about restoring alignment between who they are and how they lead, so decisions come from clarity and confidence. This is leadership built from the inside out, with strategy, not performance, at the center.

PowerShift isn't about fixing women.

It's about evolving the leadership model they've been succeeding inside of.

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About The Author & Speaker

Gia Lacqua is a former Fortune 100 Vice President turned Chief Empowerment Officer of elivate, where she empowers high-achieving women to lead with clarity, confidence, and authentic power. As a trauma-informed empowerment coach, speaker, researcher, and author, she draws on two decades of corporate experience and a decade of executive leadership, neuroscience, and trauma-informed practices to guide women in closing the "Truth Gap": the space between the life they're living and the one they're meant for. Her thought leadership has been featured in Forbes, Newsweek, Thrive Global, WorkLife, and more, and she is a proud member of the Forbes Coaches Council.

Beyond coaching and speaking, Gia is the author of the Limitless Little Leaders children's series and the book PowerShift. She also serves as First Vice Chair of the Board of Directors for Girl Scouts of Northern New Jersey, advancing the next generation of female leaders. A Professional Certified Coach and Certified Neurological Fitness™ Trainer, Gia blends research, lived experience, and bold leadership to help women shift from performance-driven success to purpose-driven self-leadership.



PowerShift changes the way you think about yourself, your career, and the way you are living. This book gives you a proven framework to live aligned with your true priorities and by doing so, you unleash more achievement and joy.

— Tia Graham, Keynote Speaker, Best-Selling Author, and Founder of The Feel Good Club



"PowerShift is a refreshing reminder that success isn't about doing more—it's about aligning with what truly matters. Gia gives high-achieving women permission to stop chasing balance and start building a life that feels as good as it looks."

— Bar Betts, CEO, Keynote Speaker, Podcast Host, Author of The Relationship Advantage

