Danielle Dobson

The Better Response™

IWD 2027 SPEAKER KIT

Who Gets Put Forward?

The Gender Code and The Better Response™

An International Women's Day keynote on how everyday decisions shape who gets a chance at work.

WATCH DANIELLE SPEAK





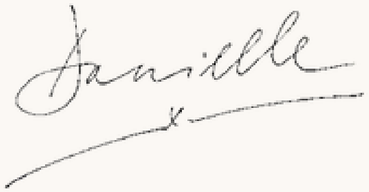
How much longer?

This year, UN Women Australia is asking a hard question: how much longer? At work, part of the answer lies in everyday decisions about who hears about an opportunity, who's encouraged to put their hand up and who gets put forward.

For IWD 2027, I'm bringing the research behind Breaking the Gender Code together with The Better Response™. I want people to recognise something from their own working lives, get curious about what's shaping it, and leave with something they can try themselves or change together.

One of my favourite parts of preparing a keynote is finding out what people in the room are dealing with before I walk on stage. I especially love working with the D&I teams and employee resource groups who put so much care into IWD, often on top of their day job. If that's you, I'd love to help you create an event where women feel seen, men leave knowing how they can help, and the conversation keeps going long after the day.

Danielle Dobson



> *Reframe what's wrong, leverage what's strong and build what's next.*
>
> **Danielle Dobson**

KEYNOTE · INTERNATIONAL WOMEN'S DAY 2027

Who Gets Put Forward?

The Gender Code and The Better Response™

The Gender Code helps people understand what's shaping their experiences and opportunities. The Better Response™ helps them choose what they'll do differently, on their own and together.

Early in her career, Danielle was working in London when a role came up on an implementation team in Italy. Two senior managers put her name forward. That one decision changed the direction of her career. Every workplace has moments like this: an opportunity comes up, and someone decides who hears about it, who's encouraged and who's considered. This keynote is about those moments, and who gets put forward in them.

The journey

1. **How we got here.** The expectations, assumptions and early messages that shape how women and men show up at work. People recognise themselves and start to see the pattern behind it.
2. **What it's costing us.** How those patterns play out in who gets seen, heard and backed for the next opportunity.
3. **What we can do.** The Better Response™: practical choices anyone can make in the moments that matter.

Who it's for

Women: stories and language that reflect their experience, and practical ways to progress.

Men: clear, everyday actions that make them part of the solution.

> *Absolutely loved the presentation and how interactive it was... definitely one of the best sessions we've ever had.*
>
> **Diana Dawid**, Chief Human Resources Officer, Mills Oakley

Your people leave with actions they can use the same week

FOR YOU

Get curious. Notice your default response before you act on it.

Ask before you assume. About who wants the role, who feels included, and who knows you're ready.

Use three words that open any conversation: "Help me understand." For example: "Help me understand how we decided who was ready."

FOR YOUR TEAM

Name the unwritten rules. Talk openly about how opportunities and decisions really work, and check the assumptions behind them together.

This is the collective action at the heart of IWD 2027's Progress Parity campaign.

Start the Conversation



HOW IT CAN WORK FOR YOUR AUDIENCE

One keynote, shaped around your people

Choose the format that suits your event, then shape the preparation around your people.

Keynote

45–60 minutes, with a 20–30 minute version for conference programs. It can also run as a conversational keynote with live discussion.

Keynote and hosted panel

Danielle delivers the keynote, then hosts a short panel with your leaders, so the ideas carry into your own people's stories.

Workshop or facilitated discussion

A hands-on session for teams, ERGs or leaders. Runs on its own or as a follow-on to the keynote.

Delivered in person, online through Teams or Zoom, or hybrid.

How preparation works

Included with every booking: a detailed briefing with Danielle, so the session reflects your people and your goals.

TAILORED WITH YOU AND AGREED IN YOUR PROPOSAL

1. **Confidential conversations before the event.** Danielle speaks with three or four of your people, women and men, for about 20 minutes each. Their experiences shape the examples she uses, so the session reflects your workplace. It also means people are already invested before the day.
2. **Panel preparation.** Danielle meets your panellists beforehand and joins a practice run, so everyone goes on stage ready and at ease.
3. **Ideas to fill the room.** Practical promotion ideas from 10 years of IWD events, including ways to bring more men to the session.
4. **Resources for afterwards.** A pocket guide for each attendee, printed or digital, with the tools from the keynote.



> *She expertly guided our panel discussion, creating a space where each speaker could share their voice while keeping the audience deeply engaged.*
>
> **Julia Najjar,** VP, JCI Illawarra

Start the Conversation



ABOUT DANIELLE

Danielle Dobson

Speaker · Author · Creator of The Better Response™

Danielle spent 15 years in global finance, living and working in five countries. She held senior roles in places as varied as a London head office and a steel mill in central Italy, often as one of very few women in the room. She has spent more than a decade since then running her own business, working with leaders, teams and CEO peer groups across Australia and internationally, and she is a mother of three sons.

Her book, Breaking the Gender Code, looks at the assumptions, expectations and early messages that shape how women and men show up at work and at home. The Better Response™ turns that understanding into practical choices people can make in the moments that matter.

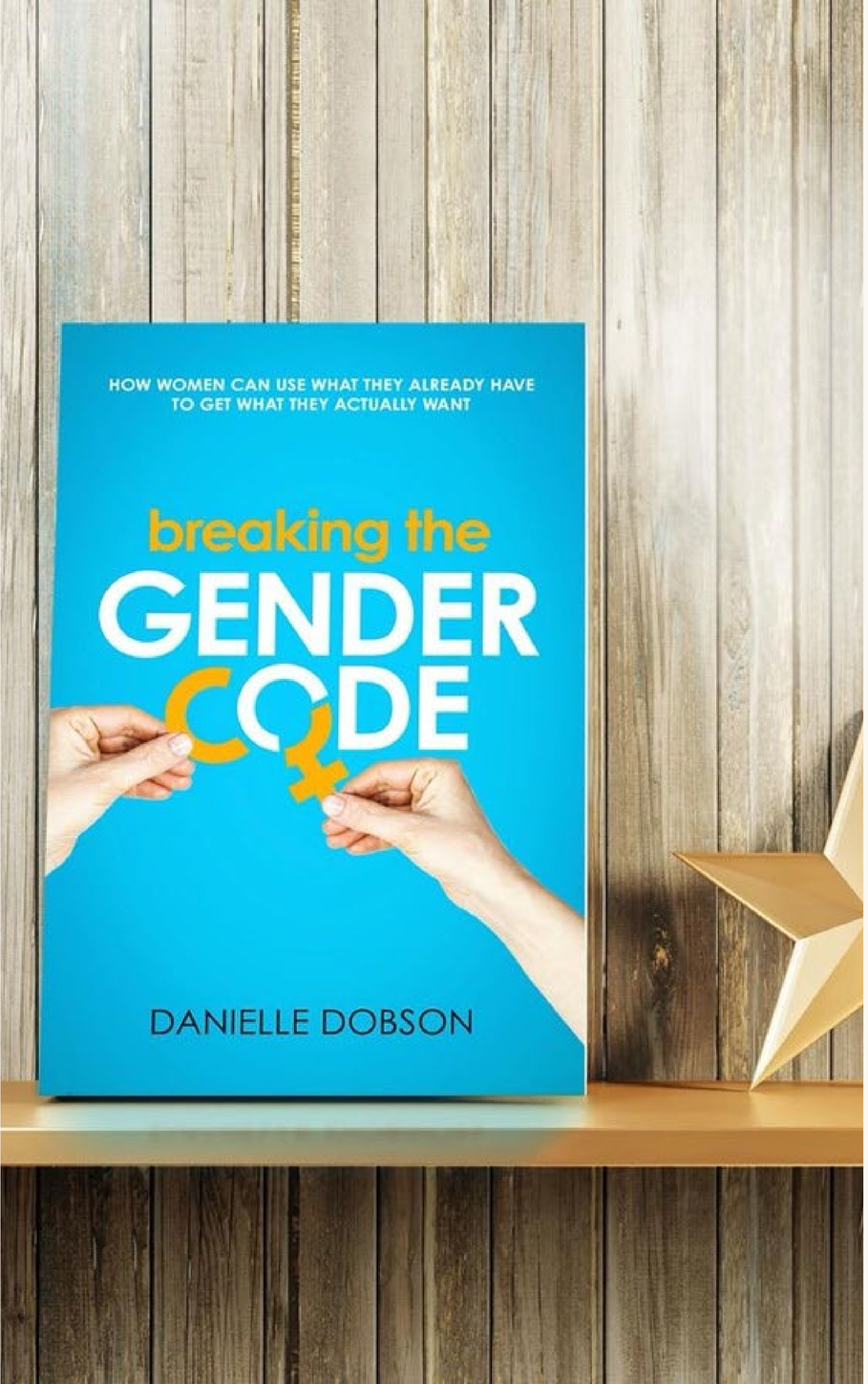
Danielle has been part of IWD events for 10 years, and she judges the Women in Banking and Finance Awards. Audiences describe her as warm, practical and engaging, and they leave with tools they can use the next day.

Next Level Speaker of the Year 2024
Professional Speakers Australia

Author
Breaking the Gender Code

Lived and worked
in 5 countries

Start the Conversation



THE BOOK

Breaking the Gender Code

How women can use what they already have to get what they actually want

The research behind the keynote. Danielle's book looks at the assumptions, expectations and early messages that shape how women and men show up at work and at home, and what each of us can do about them.

> *...an important contribution to women, families, and society ...providing a framework for each of us to envisage, create, and live our own code. This book is powerful!*
>
> Corrinne Armour

Signed book bundles · Add signed copies of Breaking the Gender Code for your attendees, panellists or leaders. Included in your proposal on request.



Watch the interview with the author

AS FEATURED IN

FINANCIAL REVIEW

Forbes AUSTRALIA

CEO MAGAZINE INSPIRING THE BUSINESS WORLD

smh.com.au The Sydney Morning Herald

ABC Radio AUSTRALIA

Women's AGENDA

Transformative Impact for Women in Leadership

From International Women's Day to women's leadership programs, Danielle delivers insight, connection and strategy that inspires meaningful, lasting change.

The session exceeded my expectations.

It was so powerful, and we've received excellent feedback from across Australia and New Zealand. I felt so energised afterwards.

Jessica Rasmussen, ERG Leader, CHEP

The chat energy was amazing!

That was wonderful. The energy in the chat from your content was fab! Can't thank you enough for today.

Alyse Kramarow, Client Leadership, Mars United Commerce

It empowered us all.

It ticked all the boxes and empowered us all. Big turnout from APAC. Danielle was an absolute privilege and pleasure to work with.

Katherine Harward, ERG Leader, CHEP

One of the best facilitators we've had.

Danielle created a safe space. Women who usually didn't speak up opened up and bonded. Her framework resonated and encouraged a strong community.

Natalie Krkovska, Support Worker, One Door Mental Health

Engaging, professional and deeply personal.

We were so pleased to have Danielle at our IWD event. The team connected instantly with her stories. The gifts were a special touch — the whole experience was outstanding.

Niroshika, Head of HR, Seiko Australia

Her message sparked a lightbulb in our hearts and minds.

She's leading the charge. Danielle opened up the honest conversations we need to keep having. She was engaging, informed and left a lasting impact.

Mia Maze, She's the Boss



Trusted by Leaders

Microsoft
Sydney Water
Helia
FIRSTFOCUS
faaa INSPIRE
LW Hydraulics
APM enabling better lives
CRÉDIT AGRICOLE CORPORATE & INVESTMENT BANK
BAE SYSTEMS
Russell Investments
One DOOR Mental Health Illawarra
MO MILLS OAKLEY
CSIRO
women in print australia
Peoplecare
Flagstaff GROUP
WORKWEAR GROUP
NSW GOVERNMENT Treasury
EMO TRANS Customized Global Logistics
Waterstons we're with you
The Pharmacy Guild of Australia NSW Branch
FUTURE OF FIELD SERVICE
MaxCap Group COMMERCIAL REAL ESTATE INVESTMENT
UNIVERSAL UNIVERSAL MUSIC GROUP
FOUR SEASONS
HARRIS HMC
maca
AHRI Australian HR Institute™
CICA The Crane Industry Council of Australia
JCI Australia
The CEO Institute A meeting of minds
UNIVERSITY OF WOLLONGONG AUSTRALIA
MARS UNITED COMMERCE
POSEIDON ANIMAL HEALTH
women banking and finance
AIOP AUSTRALIAN INSTITUTE OF OFFICE PROFESSIONALS
QUEENSLAND RUGBY
Australian Government
VISTAGE
CHEP A Brambles Company
SPARK NORTH EAST LINK
SEIKO SINCE 1881
Project Management Institute. New Zealand
VENTORA
export finance australia

Start the Conversation



LET'S TALK

Is there a better response for your people?

If you're planning an IWD event and want people to leave seen, equipped and talking, let's start with a conversation about your audience and what you'd like to change.

Start the Conversation

How booking works

1. **Start the conversation.** Contact Danielle to check availability and talk through your event, your audience and your goals.
2. **Receive a tailored proposal.** Every engagement is quoted individually and includes the speaker fee and any travel.
3. **Secure your date.** A contract and deposit confirm the booking.
4. **Prepare and follow through.** Every booking includes a detailed briefing. Anything else, such as conversations with your people, panel preparation or promotion support, is agreed in your proposal. A debrief afterwards helps the learning stay in use.

Booking through a bureau? Your booking consultant will coordinate everything with Danielle.

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WATCH DANIELLE SPEAK

Danielle Dobson

Award-winning speaker · Leadership strategist · Author

Based in Sydney, working across Australia and internationally