

JOANNA HORTON MCPHERSON

Lead with Authentic Authority

Keynotes on self-trust, emotional bravery, and the human foundations of leadership.

HARVARD M.ED. · SIX-TIME FOUNDER · CREATOR OF THE TRUE INFLUENCE METHOD™

Joanna helps accomplished leaders understand what shapes their authority, express what matters, and create the conditions for others to contribute.

WATCH JOANNA SPEAK

AS SEEN IN

Forbes	abc	NBC	CBS	Bloomberg	FOX BUSINESS	USA TODAY	Boston Herald
Business Journal	NAWBO	BIONEERS	AP News	YAHOO!	msn	NYC Independent	Wall Street Select

KEYNOTES · LEADERSHIP WORKSHOPS · FIRESIDE CONVERSATIONS · PANELS

SPEAKING INQUIRIES
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ABOUT JOANNA

What shapes the leader shapes leadership.



Joanna Horton McPherson is a private advisor, speaker, and creator of the True Influence Method™. She helps accomplished leaders deepen self-trust, articulate their contribution, and communicate with an authority grounded in who they are.

McPherson is the architect of the Healed Leadership model, redefining leadership for an age in which technology's power demands a deeper development of our humanity. Her work brings together background from Harvard University, experience founding six ventures, organizational and board leadership, professional acting, advanced Buddhist study, and executive coaching.

Across these settings, she has pursued a consistent question: What allows people to trust themselves enough to contribute what they know?

Founding schools and theatre programs showed McPherson how trust and belonging influence participation. Acting developed her understanding of listening, emotional honesty, and presence under pressure. Building organizations brought those questions into decisions, relationships, and leadership responsibility.

Her forthcoming book, *Triumphant!*, develops her Healed Leadership framework, examining how the patterns that shaped us influence what we build and pass on.

Her keynotes connect personal development with the practical demands of leadership: exercising judgment, holding boundaries, communicating clearly, and creating cultures where people can speak honestly.

SHORT BIO FOR EVENT PROGRAMS

Joanna Horton McPherson is a private advisor, speaker, and creator of Healed Leadership frameworks. A Harvard-educated, six-time founder, her experience spans education, entrepreneurship, organizational leadership, acting, and contemplative practice. She trains accomplished leaders to deepen self-trust and turn lived experience into a meaningful public contribution. Her forthcoming book, *Triumphant!*, explores the patterns leaders carry into their decisions, relationships, and legacies.

Keynote Topics

HEALED LEADERSHIP IN THE AGE OF AI

Human Development as the Foundation of Our Future

As AI expands what leaders can do, their judgment, motives, and maturity become more consequential. Joanna explores why developing our humanity is essential to directing technology's growing power toward a future worth creating.

AUDIENCES LEARN TO

- Recognize how fear, approval-seeking, and inherited patterns shape decisions.
- Develop the self-trust and emotional maturity to exercise authority responsibly.
- Bring greater intention to the cultures, systems, and futures they create.

Ideal for: Leadership conferences, innovation summits, executive networks, and future-of-work forums.

TRUE INFLUENCE

Going Beyond Performance to Leading with Your Why

What makes a leader's message worth following? Joanna explores how purpose and emotional honesty give substance to public authority.

AUDIENCES LEARN TO

- Recognize when performance obscures conviction.
- Connect experience with a meaningful message.
- Communicate a clear reason for others to care and act.

Ideal for: Founders, executives, associations, and leadership conferences.

THE BRAVERY–SAFETY PARADOX

How Leaders Create Spaces of Belonging

Honest participation requires courage. It also depends on how leaders respond. Joanna examines the relationship between personal bravery and the conditions that help others speak.

AUDIENCES LEARN TO

- Notice reactions that discourage candor.
- Respond constructively to uncertainty and disagreement.
- Pair clear expectations with openness and respect.

Ideal for: Leadership teams, boards, people leaders, and organizational retreats.

WOMEN LEADING THE FUTURE

Emotional Connection as a Superpower

Accomplished women carry experience, insight, and responsibility. Joanna explores how they can express that wisdom with greater self-trust and connection.

AUDIENCES LEARN TO

- Recognize approval-seeking in consequential moments.
- Articulate convictions without excessive self-editing.
- Bring their experience into a purposeful contribution.

Ideal for: Women's leadership conferences, founder communities, and executive networks.

Available as keynotes, interactive workshops, and moderated conversations. Length and emphasis are tailored to the audience and program.

See Joanna in the Room

WATCH THE SPEAKER REEL

See Joanna's speaking style, storytelling, and connection with an audience.

youtube.com/watch?v=06QKEonomv0

SELECTED SPEAKING AND MEDIA

Bloomberg TV, July 2026

Interview on New to The Street
Watch the interview

WHAT ORGANIZERS SAY

"Joanna's talk was truly inspiring. She uplifted the room, the audience loved it and she gave many pearls of wisdom. Excellent presentation."

GREG BARR · EDITOR, PHOENIX BUSINESS JOURNAL

"Joanna brought a level of safety and clarity to our team that exceeded expectations. The impact was immediate and lasting."

KAREN JOHNSON · CEO, NEW PATHWAYS FOR YOUTH

BOOK JOANNA

For keynote, workshop, panel, and retreat inquiries:

info@trueinfluencemethod.com

Please include your event date, location, audience, proposed format, and budget.

Speaking fees and travel arrangements are provided with a tailored proposal.

WEBSITE

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SPEAKER REEL

Watch on YouTube