



Security
LeadHER 
Advance. Connect. Empower.

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Inspiration,
Education &
Empowerment

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ADVANCE

Hone Your Authentic Leadership

Struggling to find a path to authenticity at work? You're hardly alone. Authenticity leads to greater trust and confidence and trust in the workplace and among teams, but that doesn't mean total transparency. Instead, effective authenticity at work means alignment.

Often, professionals – especially women – try to conform to pre-existing norms and stereotypes in the workplace (such as wearing basic black suits, picking up golf or altering your input in meetings to align with what you think is wanted). But hiding your authentic self takes lots of effort and brain power that could be effectively used elsewhere, erodes trust and makes it difficult for others to know you, your brand and your beliefs and values.



Remember the acronym **SPICE** to build your authenticity at work:

- **Business Savvy:** Do you understand your organization's business model, challenges and goals and can you clearly articulate your role in meeting those goals?
- **Strategic Performance:** Are you overcommitting to busy work or focusing on goals that move the needle for your organization?
- **Authentic Image:** What's your personal brand, and how does it set you apart? Doing your job isn't enough – people need something more memorable.
- **Communication:** Are you compelling, influential and a good advocate for others at work?
- **Intentional Exposure:** How are you positioning yourself to be visible in your organization? Do others know you well enough to stake their corporate credibility on advocating for you?

—Shayla Atkins, DE&I strategist, speaker and leadership expert

SPICE

Ditch Doubt and Adopt a Success Mindset

Do you doubt yourself and your skills sometimes? You're not alone. Around 70% of people experience imposter syndrome at some point in their lives, and it is more common in male-dominated professions like security. That self-doubt can lead to a lot of negativity, burnout and fear, blocking individuals from moving ahead. To help overcome mindset blocks, try these tactics:

- **Awareness and Acknowledgement:** This can look like self-reflection or journaling.
- **Reframe Your Limiting Beliefs:** Replace "I can't do this" with "I'm learning."
- **Build Resilience:** Emphasize persistence and ability to bounce back.
- **Set Realistic Goals:** Use S.M.A.R.T. goals to break down large challenges into smaller ones.
- **Start Using Positive Self-Talk and Affirmations:** Hype yourself up!
- **Cultivate a Growth Mindset:** Admit you don't know something and that you're still learning things.

—Alicia Janowicz,
human resources business partner,
Axis Communications

Heard at the Conference



"You don't want to advocate for yourself alone. You want others advocating for you, in addition to your voice."

– Shayla Atkins,
DE&I strategist and
leadership expert



"Surround yourself [with] very smart people because they are the ones that will help you succeed."

– Mary K. Welsh,
senior vice president, asset
protection, Walmart U.S.



"Have empathy that is so visceral that you can have a better understanding of [a] person's issue. When you're open and kind, you sometimes get that back. The perspective is important."

– Pamela Barnum,
former undercover
police officer and
communication expert



"Mindset blocks are not flaws; they're invitations to grow."

– Alicia Janowicz,
human resources business
partner,
Axis Communications

"You can't really reach your full potential if you're mimicking someone else."

– Afia Phillips, CISO,
Little Caesars Pizza

CONNECT

Influence occurs when your values are aligned with your actions, building trust. Then, you can use that influence to communicate your goals and mission. If you can learn to decode the messages you send and receive through your actions and words, you can be more intentional about how to interact with others to achieve your goals.

Remember the acronym SOME to show up in an effective way:

- S** Having a genuine smile and softness in your face
- O** Appearing open with your body language and expression
- M** Mirroring or mimicking people's body language to build rapport
- E** Making eye contact to communicate that you want to connect

—Pamela Barnum, former undercover police officer and communication expert

Tactical influence includes three key elements:

- **Display:** How you show up in a room is the only part of influence you can directly control. Continuously reassess whether the cues you are giving are congruent with the message you want to communicate (for example, are you smiling and making eye contact for a positive message or standing stiffly with your arms crossed?).
- **Decode:** Leaders who want to leverage their influence need to get good at reading the room. This situational awareness helps you determine when people feel uncomfortable, if they seem invested in the conversation or if they look disengaged or bored. From there, consider what in your message produced that reaction.
- **Deliver:** Influential communication hinges on timing, decisiveness and transparency. Leaders who deliver an on-time, concise and open decision feel more trustworthy.

“We all have core values, and a lot of times they overlap. When you’re in alignment with your values and get to understand the values and perspective of the other person, the sky’s the limit in how well you can communicate.”

– Pamela Barnum
former undercover police officer
and communication expert



EMPOWER

Build Up Personal Resilience and Fight Burnout

Many security professionals are experts at fostering organizational resilience – keeping the business running even amid disasters, stressors and disruptions. But are they investing as much in their personal resilience? Without self-awareness, it's easy to slip into patterns of overwork, overinvestment and achievement addiction, which can lead to eventual burnout. So how can you disrupt those patterns and foster resilience?

- **Recognize:** Don't normalize burnout, and recognize the signs – like exhaustion, dreading, irritability, physical pain, poor choices, lack of motivation, isolation, less joy, brain fog, inability to escape thinking about work, lack of creativity, lower self-esteem and feelings of hopelessness. Check in with yourself periodically to monitor your well-being and notice warning signs.
- **Do Less:** If your team check-ins feel like a competition of who's busier or more tired, it's time to slow down and refocus and prioritize on key goals rather than the volume of tasks. Analyze your weekly duties to determine which tasks are the most time- and energy-draining without adding significant business value and start cutting back on those items. To help yourself and your team, try implementing 50-minute instead of hourlong meetings, or establish meeting-free Fridays to promote focus and rest time.



Many security professionals are experts at fostering organizational resilience.

- **Connect:** Burned-out people tend to withdraw. Shift your perspective and performance through connection. Connect with small moments and people that bring you joy, both during and outside of work. And connect with your vision for your health, wealth, career, family, fun, relationships, spirituality and more.
- **Repeat:** Turn this into a rhythm, not a rescue plan – personal resilience is an iterative process.

—Erin Stafford,
keynote speaker and author

C-Suite Experts' Tips for Leadership and Empowerment:

- Consider your own scalability and ask questions before accepting more duties. Does it have to be you? Can it wait until another time? Would you need to set your own work aside to solve someone else's problem?
- Build a bench of people who can step up and take on some responsibilities. If you can lead others and lift them up, it gives them the opportunity to shine while giving you time to focus on other priorities.
- Sponsor others in your organization who have the potential to lead and bring something valuable to the table. Sponsors are different than mentors – rather than working with people directly as mentors do, sponsors know someone's professional aptitude and can speak up for them when they're not in the room.
- Understand and demonstrate where your work and your team's work fit into the grand scheme of the organization. Meaning results in motivation, especially when times get tough.



Be a CheerLEADER in Your Organization

Being a next-gen leader means capitalizing on individuals' strengths, generating a positive culture, driving collaboration and inspiring teams to greatness. "CheerLEADERShip" means being able to:

- **Connect:** Build relationships and create opportunities for connection with new and existing team members.
- **Care:** Focus on employees' wellness, including the whole person.
- **Challenge:** Don't let fear prevent greatness!
- **Celebrate:** Acknowledge and congratulate yourself and others on small wins.
- **Inspire:** Set the example and treat people on your team as well as you would want to be treated.

—Stefanie Adams,
chief empowerment officer, WNY People Development

C-Suite Experts' Tips provided by:

Tia Hopkins, chief cyber resilience officer and field chief technology officer, eSentire
Sharon Hong, vice president, VS&A sales engineering and ecosystem, Motorola Solutions
Kirsten Meskill, chief security officer, Solventum
Lisa M. Oliveri, principal, Type O Consulting
Mary K. Welsh, senior vice president, asset protection, Walmart U.S.



Four Pillars of Transformational Leadership



Idealized Influence

Leading by example through authenticity, ethical behavior and personal integrity



Intellectual Stimulation

Encouraging innovation by challenging assumptions, fostering curiosity and empowering others to think creatively



Inspiration Motivation

Communicating a compelling vision that motivates people to work together toward a shared goal with enthusiasm



Individualized Consideration

Recognizing and supporting the unique needs, strengths and motivations of each team member



"Part of the art of becoming a strong leader is balancing how you show up and how you delegate."

– Mary K. Welsh, senior vice president, asset protection, Walmart U.S.



"Burnout comes with not setting boundaries."

– Tia Hopkins, chief cyber resilience officer and field chief technology officer, eSentire



"[Security leaders] secure what matters for everyone else... Make sure you're guarding your own energy, too... Connection to joy, people and purpose is what secures you."

– Erin Stafford, keynote speaker and author

"As we invest in others, our confidence grows."

– Tania Will Jeppesen, founder, The Prepared Leader

"Taking care of people ... goes a long way when things go left because they can help you out when you need it. How you build relationships is so important."

– Kirstin Mooney, security control center supervisor, corporate security, DTE Energy



"Celebrate the 15 things that went great vs. the one that didn't."

– Stefanie Adams, chief empowerment officer, WNY People Development

"Doubt is just a signal you're stepping into something new. With practice you can reshape how you respond to it."

– Anjanette Brennan, director, technology and strategic end-user accounts, HID

RECOMMENDED READING

Want more security and business leadership advice and inspiration?

Here are Security LeadHER speakers' top book recommendations.

- **The 6 Types of Working Genius:** A Better Way to Understand Your Gifts, Your Frustrations, and Your Team, Patrick Lencioni
- **Atomic Habits:** Tiny Changes, Remarkable Results, James Clear
- **Black Women Lead With S.P.I.C.E.:** Authentic and Effective Leadership Without Sacrificing Your Identity, Shayla Atkins
- **Building Secure and Reliable Systems:** Best Practices for Designing, Implementing and Maintaining Systems, Heather Adkins
- **CheerLEADERShip:** Strategies to Build and Support Human-Centric Workplaces for the Future, Stefanie Adams
- **Dare to Lead,** Brené Brown
- **I'm Highly Percent Sure,** Caroline A. Wanga
- **Presence: Bring Your Boldest Self to Your Biggest Challenges,** Amy Cuddy
- **The Type A Trap:** Five Mindset Shifts to Beat Burnout and Transform Your Life, Erin Stafford

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