



## Keynote Description

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“Self-care isn’t selfish. It is your duty.” : unapologetically taking care of yourself while taking care of business.

You’ve heard the term “self-care.” You know you should prioritize it more. You add it to your offensively long to-do list, reassuring yourself that you will get to it, only to have it cascade to the very bottom again. You know you should make healthy decisions, and that your mental and physical health are important.

But let’s be real: when it comes to self-care, most of us are asleep, lulled into complacency by the deluded promise that tomorrow will be different—that is, until a massive personal tragedy or crisis wakes us up and scares the hell out of us.

Katie McDonald believes it doesn’t have to be that way.

If you’re ready to stop sleepwalking (and you are), Katie’s speech “Self-care isn’t selfish. It is your duty.” will hit you like a sound-barrier-shattering alarm clock with a busted snooze button. You’ll learn how to liberate yourself from destructive, self-sacrificing habits by being deLIBERATE in your self-care. This speech will challenge you to take action in your own life—immediately—and it’ll give you the tools you need to do it.

Taking care of yourself is taking care of business. What if you stopped apologizing and started advocating for yourself? Aren’t you curious what life would be like when you are truly nourished by your habits and mindset? When you walk out of this speech, you’ll emerge refreshed, alive with purpose and a contagious passion to show up for yourself the way you show up for everyone else.