

L.I.F.T 2021 Keynote Speaker

Summer Owens

Richardson Ballroom

9:30am - 10:40am



Author, speaker, and certified S.O. What! Success Coach, Summer Owens is the founder and CEO of S.O. What! and the S.O. What! Foundation where she teaches resiliency, leadership and inspires people to eliminate excuses and overcome obstacles to their success.

For 15 years she enjoyed a career as a marketing executive for the NBA Memphis Grizzlies, ServiceMaster and FedEx which she left after discovering her purpose. Publishing her memoir, *Life After Birth- A Memoir of Survival and Success as a Teenage Mother*, led her to devoting her life to helping others live their best lives. Her story has been featured internationally on media outlets including CNN HLN and the 700 Club.

Summer serves on several non-profit boards and is president of the University of Memphis National Alumni Association Board of Directors. She has received several honors including the Women of Achievement Heroism award, Women of Excellence award, and the Memphis Business Journal's Top 40 Under 40 honor. A magna cum laude graduate with both her bachelor and masters degrees, Summer earned the three highest honors at her alma mater— Miss University of Memphis, Outstanding Young Alumna for the Fogleman College of Business and Economics, and the Distinguished Alumna Award. However, her greatest honor is using her life's challenges and victories to help others achieve success in spite of their own obstacles.

The Unlikely Leader: From Imposter to Impactful

Do you find yourself in a leadership position, yet feel like maybe you're an imposter? Leading, but not sure where you're going or what you're doing?

It's hard to lead when others doubt you or when you doubt yourself. Many before you have valiantly stepped up to the plate, dealt with the doubters, and made an impact. You can do it, too.

You might be new to leadership or nervous that everyone will realize you don't have all the answers. You might feel unprepared or not fit the role of an ideal student leader.

From this moving presentation, you will learn how to turn judgement and self-doubt into positive catalysts for impactful leadership. You will examine your abilities and your motivation for leadership. You will identify how your unique challenges and experiences will make you stand out as a leader on campus and for life.

This inspiring program provides a blueprint you and fellow student leaders can use to become more confident leaders who build confidence in others and make a meaningful impact.