



Lorrena
BLACK

SPEAKER KIT

Interrupting Self-Doubt. Igniting Audacity.
Inspiring Resilience.

TEDX SPEAKER • RETIRED U.S. ARMY MAJOR • IMPOSTER INTERRUPTER™

*The gap between who you
are and who you are
performing is where
imposter syndrome lives.*

LORRENA BLACK

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WHY ORGANIZATIONS BOOK HER

The Cost of Leading Someone Else's Way

Your strongest people are not underqualified. They are running a version of leadership that was handed to them somewhere along the way, and they have been paying for it ever since. In your building it looks like this.

- Over preparing for a meeting that needed ten minutes
- Over explaining a decision that needed no defense
- Going quiet in the room where the decision actually gets made
- Turning down the promotion before you ever get to offer it
- Tired in a way that time off does not fix

Nobody rises in a costume.

Lorrena does not explain imposter syndrome from the outside. She is walking proof of the way out of it, and she gives audiences a method rather than a mood.



THE DIFFERENCE

Over the academic

Researchers explain the pattern. Lorrena lived it at rank and got out of it, which is what the room actually wants to see.

Over other veterans

Most military speakers sell be more like a soldier. Lorrena sells the opposite, which makes her the contrarian in her own category.

Over generic keynotes

Her proof ran in the most conformity demanding leadership culture in America. Corporate examples look easy next to it.

WATCH HER WORK

TEDxDetroit, November 2025

The Untold Strength of the Non-Combat Soldier

youtube.com/watch?v=qmlwYxZZtjk



Hi, I am Lorrena Black

For 25 years the Army told me exactly what a leader was supposed to look like. Hard. Loud. Not goofy, not soft, not girly.

I made Major anyway, without ever putting on that costume. It cost me. I took flak for leading as myself, and I spent years quietly wondering whether the version of me that showed up was the one that belonged in the room.

Here is what I learned in the process. The gap between who you are and who you are performing is exactly where imposter syndrome lives. You do not need a uniform to know that gap. Every room I stand in front of is full of people running a version of leadership that was handed to them, because somewhere along the way the culture told them what a leader is supposed to be.

I did not study that gap. I lived in it, in uniform, at rank, under stricter conformity and higher stakes than any company can impose. That is what I bring to a stage.

I served from 1997 to 2022, starting enlisted and earning a commission, first as a Human Resources Specialist and later as a Signal Officer, leading soldiers across the United States and overseas, and doing most of it as a single mom. Today I am the Founder and CEO of She Served LLC, a TEDx speaker, and a Co-Active trained coach.

I still have to interrupt my own imposter syndrome. That is not a weakness in the message. That is the message.

SERVICE

25 years, U.S. Army
Retired as Major, 2022

BASED IN

Detroit, Michigan

ON STAGE

23 engagements last year

TITLE

The Imposter Interrupter™



Signature Keynotes

Imposter Interrupted

OUTSMARTING SELF-DOUBT WITH EMOTIONAL INTELLIGENCE

Imposter syndrome does not care how qualified you are. It shows up as over preparing for a meeting that needed ten minutes, over explaining a decision that needed no defense, and staying quiet in the room where the decision gets made. Lorrena interrupts the pattern in real time using emotional intelligence, not affirmations. Available in an HR tailored version eligible for HRCI and SHRM continuing education credit.

- Recognize exactly how your own imposter patterns show up and what triggers them
- Interrupt the pattern before it costs another opportunity or another promotion
- Leave with language for coaching a colleague through the same thing

R.A.L.L.Y.™ to Rise

RECENTER. ADAPT. LEAD. LEVERAGE. YIELD.

When uncertainty hits, most people wait to feel ready. This keynote teaches them to move anyway. Resilience is usually sold as the ability to absorb more, which is why your best people are tired. The R.A.L.L.Y.™ Method reframes it as five repeatable steps, and audiences work all five live against a real situation rather than watching them go by on a slide. Ideal for corporate teams, ERGs, and organizations navigating change.

- A concrete five step framework to reframe adversity, lead through change, and reclaim a sense of purpose
- Identify the one step you personally skip when the pressure is on
- A recovery plan that does not depend on pushing harder

ALSO AVAILABLE

R.A.L.L.Y. the Room, a merged keynote combining both frameworks for select bookings. Half day and full day workshop versions of either program. Keynote plus same day workshop bundles.



Proof and Praise

Lorrena Black is a masterful storyteller and a commanding presence, the kind of speaker who doesn't just take the stage. She owns it. She had the entire room in the palm of her hand, laughing one moment, deeply reflecting the next. What sets Lorrena apart is her ability to translate high-stakes leadership lessons into real-world strategies that resonate far beyond the military.

MIMI BROWN, MOTIVATIONAL SPEAKER

Her transparency created an immediate sense of connection with our participants. She challenged attendees to identify what they will start, stop, and continue. The framework was simple, powerful, and immediately applicable.

DR. NEFERIATITI HOLT, SENIOR MANAGER OF BELONGING, EZCORP



SEEN AND HEARD ON

TEDxDetroit

Behind The Mission, PsychArmor

Michigan Veterans Affairs Agency, I Am a Veteran campaign

NSA Michigan Last Story Standing, second place

FOX 2 Detroit

STAGES AND AUDIENCES

TEDxDetroit



meijer

Comerica Bank

EZCORP



BLACK TECH SATURDAYS



Lorrena Black's keynote on imposter syndrome was both validating and empowering, reminding us that stepping into our purpose often comes with self-doubt, but we belong in every room we walk into.

LAURA C., CEO

Amazing, such an important message given by an incredibly engaging speaker. I was not expecting this today, but I feel so empowered and I have actions I can use in my life going forward.

CELESTINE CREWS, TOWN OF CARVER

Booking Details

FEES

Keynote, workshop, and multi session rates available on request

BOOKING

lorrenablack.com/book
lorrena@lorrenablack.com

TRAVELS FROM

Detroit, Michigan (DTW).
Available nationally.

FORMATS

Keynote 45 to 60 minutes, breakout, half day workshop, full day intensive, panel moderation

AUDIENCE SIZE

Keynote to any size. Workshops capped at 30 for full interaction.

TECHNICAL NEEDS

Wireless lavalier or headset, confidence monitor preferred, HDMI, 16:9 projection

CREDENTIALS

Master's in Management and Leadership, Webster University. B.A.S. in Resource and Technology Management, Troy University.

Co-Active trained coach. Certified Emotional and Social Competency Inventory practitioner. Intercultural Development Inventory qualified administrator.

Affiliations: National Speakers Association Michigan (VP of Programming), ATD, ICF, Toastmasters. Board member, CATCH Charity for Children. Women's Army Corps Wolverine Chapter 67.

Every program includes a discovery call with the client and tailoring to the theme, industry, and outcome you are after. Lorrena donates her time to Veteran Service Organizations, because service never stops.



BOOK LORRENA

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