



*Gina Schaefer*  
Speaker | Founder | Author

## Just Because The World Underestimates Us, It Doesn't Mean Our Fate Is Pre-written

### Summary

Gina Schaefer spent 20 years as a woman in a “man’s world.” She started with one hardware store and grew the business to 13 locations and multiple millions in revenue. Her successes, failures and favorite bits are all fodder for discussion in this engaging keynote address.

Gina’s message resonates strongly with anyone defying the odds or seeking entrepreneurial endeavors, especially women. She believes strongly that all fields are “male and female fields” and has helped lead the way in the hardware world for more women in leadership and ownership roles.

### Testimonial

"Gina's powerful story and passion inspired our 400 conference attendees. Her message is perfect for inspiring any audience."

– Chris Cooper, Director Ohio Employee Ownership Center

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### Key Takeaways

**1. How to find your inspiration and voice:**

Gina will share her journey of discovering her own inspiration and voice in a traditionally male-dominated industry, providing insights for professional growth.

**2. How, when, and why to self-promote:**

Through real-life examples and practical advice, Gina will explain the importance of self-promotion, guiding attendees on the optimal times and methods to effectively showcase their skills.

**3. What steps to take to overcome the voice of doubt that might be in your head:**

Gina will emphasize that making the changes we want in our careers requires consistent practice and effort, understanding that success is never a one-and-done.

### References

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