



www.andrealiebross.com

Andrea Liebross

STRATEGY-DRIVEN BUSINESS
COACH | LIFE BALANCE ARCHITECT |
SPEAKER | BEST-SELLING AUTHOR |
PODCAST HOST

MEDIA KIT

About Andrea

Andrea Liebross founded Andrea Liebross Coaching with a clear mission: to empower bold, ambitious women entrepreneurs to unlock their unique formula for success—both in life and in business. She believes that thinking big and achieving extraordinary results comes down to just two key ingredients: solid systems and a bold, BIG mindset.

With her signature approach—equal parts practical and playful—Andrea helps her clients transform what once felt impossible into achievable, even enjoyable, milestones. Through her guidance, once-daunting challenges become straightforward wins, paving the way for lasting success, personal growth, and a deep sense of freedom.

Andrea is also the bestselling author of *She Thinks Big®: The Entrepreneurial Woman's Guide to Moving Past the Messy Middle and Into the Extraordinary*, and the host of the *She Thinks Big®* podcast, where she shares insights, strategies, and stories that inspire action.

A proud Dartmouth College alumna, Andrea's journey began when she and "the guy who lived down the hall" (now her husband) packed up a red 1980s Cadillac and drove from the Northeast to the heart of the Midwest—home of the Indianapolis 500. Since then, she's built three thriving businesses, become a certified business and life coach, raised two now-grown children (ages 23 and 20), and keeps life interesting with a lovable crew of oversized puppies.

AS SEEN IN



**Harvard
Business
Review**



FASTCOMPANY

SIGNATURE TALKS

1

She Thinks Big®: The Forgotten Power of Big Belief in Business Planning

You've got a business plan and calendar, but if your belief isn't bigger than your doubt, you'll never reach your destination.

In this signature keynote from her book, *She Thinks Big®*, Andrea Liebross reveals the missing element in most business plans: Big Belief—unshakable conviction in your vision, value, and possibilities beyond what you see today.

Andrea introduces the game-changing To-Believe List that helps high-achievers align vision with action. Because checking boxes doesn't create success—believing differently does. Leaders learn to bridge the gap between ambition and execution by making belief the foundation of every plan, preventing strategy from becoming hesitation and vision from falling flat.

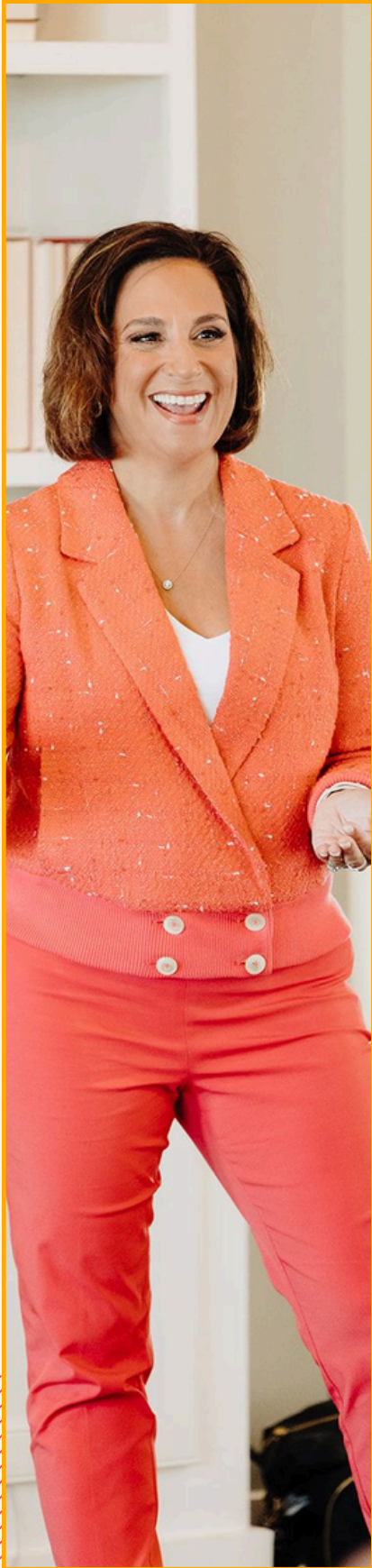
This keynote blends mindset with practical planning, giving leaders a tangible starting point to map their next big move with confidence, helping them escape hustle mode and step into aligned momentum.

Key Takeaways:

- Why belief—not just strategy—is the foundation of powerful business plans
- How to create and apply your own To-Believe List
- The power of The Future You Framework™ thinking for everyday action
- A mindset + systems approach to escaping hustle mode and stepping into aligned momentum



For a custom topic or to see sample presentations of Andrea in action, just drop us a note!



SIGNATURE TALKS

2

Drop the Drama: Upgrade Your Outdated Mental Operating System

Most leaders believe they need better time management or action plans, but Andrea Liebross reveals what they're truly missing: a belief plan that connects vision to action.

In this keynote, Andrea helps women identify the outdated mental operating system driving their hesitation, overthinking, and burnout. Through her Future You Framework™, she teaches how to rewire this hidden code to make clear, confident decisions. Leaders learn to focus on their "Big 3" daily priorities that genuinely move the needle instead of endless busy work.

Andrea then addresses delegation challenges with her Five Levels of Delegation framework, showing how perfectionism and control fears create business bottlenecks. Leaders learn to hand off responsibilities with structure and confidence, freeing them to focus on the highest-value work.

This approach transforms overwhelmed leaders from survival mode to strategic thinking. Because time management alone won't create success—the real system upgrade is in your beliefs, turning to-do lists into meaningful action and empowered teams.

Key Takeaways:

- Why belief—not time or action—is the real driver of forward momentum
- How to identify and prioritize your Big 3 daily actions that create meaningful progress
- The Five Levels of Delegation and how to implement them to focus on highest-value work
- How to lead from your Future You™—not fear, doubt, or default thinking

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SIGNATURE TALKS

3

What You're Worth—in Dollars and Sense

Pricing isn't about strategy—it's about belief. Andrea unpacks the three critical beliefs driving your pricing decisions: belief in yourself, belief in your client's maturity, and belief in your offer.

When these beliefs conflict, they create pricing drama and doubt. Andrea shows how to align these beliefs to reset your mindset around worth and price confidently based on the transformation you deliver.

Leaders learn that true pricing power comes from valuing their expertise and impact, not market averages or competitor rates. By understanding the direct relationship between beliefs and pricing structure, they gain the confidence to charge what they're truly worth.

Key Takeaways:

- The three core beliefs that shape your pricing and confidence
- How cognitive dissonance creates pricing drama—and how to resolve it
- Why getting out of your client's wallet is essential for growth
- How belief in your value fuels the transformation you provide

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SIGNATURE TALKS

4

Stress as Fuel: Transform Roadblocks into Runways

Stress isn't the enemy—staying stuck in the wrong kind of stress is. Andrea distinguishes between "stuck stress" (characterized by rumination and fear-based decisions) and "progress stress" (productive tension that fuels growth). Leaders learn to recognize when they're operating from Past You or Present You mindsets—trapped in fear and overthinking—and how to shift into The Future You Framework™: the calm, strategic leader they're becoming.

Andrea presents a practical five-step framework for transformation, powered by her TRUST model for strategic leadership:

1. **Recognize the Stress Type:** Identify markers distinguishing stuck vs. progress stress
2. **Reflect on the Trigger:** Pinpoint reactions to past trauma, present overwhelm, or future uncertainty
3. **Reframe the Narrative:** Shift from "happening to me" to "happening for me"
4. **Reset Your Nervous System:** Move from fight-flight to rest-respond
5. **Redirect the Energy:** Channel stress toward vision and growth

Key Takeaways:

- The detailed differences between stuck stress and progress stress and how to identify each
- A 5-step process to transform stuck stress into progress stress in real-time
- The five elements of the TRUST™ framework and how to apply them in moments of pressure
- How to stop letting Past or Present You run the show and access your Future You Framework™

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Testimonials

“I jumped at the chance to attend an event with like-minded women looking to grow in their careers and lives—and it did not disappoint! **I left with fresh ideas, renewed energy, and practical tools** from Andrea that I've already started using. If you ever get the chance to hear her speak—don't miss it!

— *Lara Williams, Chief Operating Officer at INTECARE, INC.*

“Andrea was a standout guest speaker in our talk series, leaving a lasting impression on everyone who attended. **The feedback was overwhelmingly positive.** Her unwavering belief that anything is possible is contagious—she inspires you to believe it too.

— *Alexandra Wensley, VP of Communications at Acqualina Resort and Residences*

“Andrea's presentation was enlightening and relevant to any business owners or professional. **She was a master at keeping the audience engaged.** She imparted great wisdom and it fuelled my day to be one of SUCCESS. Thank you!

— *Meechelle Parker, Indiana WBE & Corporate Member Services Manager*

“Andrea has an **exceptional professional presence with the capability to cater to all audiences** needing professional career life interventions. Careers always need an unbiased sounding board; Andrea has the skills and process to accommodate these necessary voids.

— *Helen Figge, Chief Strategy Officer at MedicaSoft*

PREVIOUS SPEAKING ENGAGEMENTS

National Association of Women Business Owners

Dartmouth College Thrive

Indiana Economic Development Council

Great Lakes Women's Business Council

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She Thinks Big

THE PODCAST

The She Thinks Big® podcast is designed for unapologetically ambitious female entrepreneurs who are ready to scale their businesses, expand their income streams, and lead with clarity and confidence. Each week, host Andrea Liebross shares transformative insights to help entrepreneurial women adopt a CEO mindset, boost their confidence, and turn everyday challenges into strategic business opportunities. With a powerful mix of practical strategies and empowering perspectives, Andrea guides her listeners in streamlining operations, managing mindset, and fully embracing their bold vision. If you're feeling overwhelmed by decisions or unsure about your next move, this podcast gives you the tools to ditch the drama and step into your next level of entrepreneurial success.

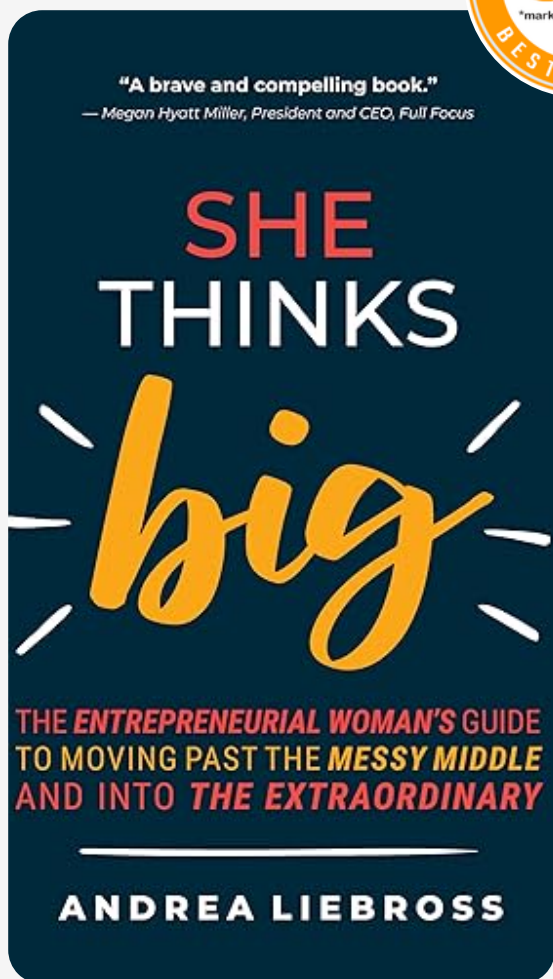


MOST DOWNLOADED EPISODES

Let Go of Doubt and Commit to Your Success

The Five Mental Shifts That Guarantee Success

To Manage Your Time, Manage Your Mind



AUTHOR OF SHE THINKS BIG ®

The secret to getting unstuck isn't found in your actions—it starts with your thoughts. In this best-selling book, Andrea shows it's time to stop playing small and start thinking big on your entrepreneurial journey. Real growth begins when you take charge of the chaos and lead with intention.

WHAT YOU CAN EXPECT

1. Get to the root of your “stuck stress” and start moving forward with clarity and ease
2. Build a plan, shift your mindset, and implement systems that support all of your priorities
3. Embrace the challenges that come with success—and use them as fuel for your next level



GET IN TOUCH

Ready to inspire your vibrant community of ambitious, entrepreneurial women with Andrea Liebross? Reach out to explore opportunities for her to guest speak at your next event or podcast. She'll empower your audience to think bigger and build a business—and life—filled with more time, money, and energy.

For All Inquires:
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Andrea

