

Jennifer Adrienne Matwawana

Award-Winning Speaker · Author · EQ Expert · Registered Social Worker



CREDENTIALS

M.S.W., R.S.W.
Registered Social Worker
27+ years in leadership,
EQ & org. wellness
Co-founder, AWL Partners
& All Women L.E.A.D.®
Author: You're Not the
Boss of Me
(Parker Publishers)
International Trainer, CTRI
Creator, J.A.M. Effect™

RECOGNITION

Queen Elizabeth II
Diamond Jubilee Award
City of London Diversity,
Inclusion & Anti-Oppression
Award
King's University College
Alumni Award of Distinction

TRUSTED BY

TD Bank
Fanshawe College
Lerners LLP
Western University
King's University
CTRI

CONNECT

✉ jen@awlpartners.com
W awlpartners.com/speaking
☎ 1 (877) 786-7190

SOCIAL

IG [@iamjenmatwawana](https://www.instagram.com/iamjenmatwawana)
in [linkedin.com/in/jenslay](https://www.linkedin.com/in/jenslay)
TT [@j.a.m840](https://twitter.com/j.a.m840)
YT [@AWL-Partners](https://www.youtube.com/channel/UC4iJQDTYI)

WATCH JENNIFER LIVE

TEDx Talk: youtu.be/IDc4iJQDTYI

She doesn't just inspire. She transforms.

Emotional Intelligence · Self-Leadership · Women's Authentic Power

Jennifer Adrienne Matwawana is an award-winning speaker, registered social worker, and emotional intelligence expert whose work sits at the intersection of neuroscience, lived experience, and real transformation. With 27 years of experience helping people understand why they behave the way they do — and giving them the tools to choose differently — Jennifer brings humor, science, and soul into every room she enters. She is known for her ability to say the hard things gently, and for leaving audiences not just inspired, but genuinely changed.

■ **Every keynote is fully customized for your audience, industry, and goals. Your people will feel it was written for them.**

Signature Keynotes

Flagship Keynote

You're Not the Boss of Me™ — Slaying the Inner Critic

A deeply emotional, science-backed keynote that helps audiences name the inner critic, understand what's been keeping them stuck, and leave with a practical framework for choosing themselves — every day. Built on neuroscience, lived experience, and the proprietary J.A.M. Effect™.

Resilience & Wellbeing

Calm in the Chaos

From burnout to balance. Jennifer reveals the L.I.E.S. we tell ourselves and replaces them with evidence-based strategies rooted in emotional intelligence, nervous system regulation, and cognitive reframing. Audiences leave feeling seen, re-energized, and equipped.

Leadership & Resilience

You Are the Bamboo

Strong yet flexible. Using the metaphor of bamboo, Jennifer challenges audiences to bend without breaking, lead with empathy, and grow through adversity. Perfect for emerging leaders, teams navigating change, and women's leadership events.

Audience Outcomes

- ◆ Deeper self-awareness & emotional regulation
- ◆ Reduced shame, perfectionism & self-judgment
- ◆ Stronger confidence & aligned decision-making
- ◆ Practical tools they'll use the same week

"Jennifer will take your audience on a journey. With her kind and engaging voice, her stories of strength and her commanding presence, your audience will think, believe and move toward goals and hopes for their future. Jennifer can raise energy and build confidence in ways that leave your audience wanting to be more and do more in their lives."

— **Sarah Hilton, CEO, Stressed Out Solutions**