

Jennifer Adrienne Matwawana, RSW

Speaker · Facilitator · Registered Social Worker

Co-Founder, AWL Partners | Author, *You're Not the Boss of Me*

Jennifer Adrienne Matwawana doesn't just give a talk — she shifts something in the room. Equal parts researcher, storyteller, and certified chaos-disruptor (the good kind), Jennifer has spent over two decades helping individuals, teams, and organizations do the harder, more important work: getting out of their own way.

As a Registered Social Worker, international trainer, and co-founder of AWL Partners, Jennifer brings a rare blend of clinical depth and contagious energy to every stage she steps onto. Her work spans gender equity and women's leadership through All Women L.E.A.D.®, team performance through Herd Intelligence, and trauma-informed DEI practice — all grounded in the belief that real change begins from the inside out.

"Jennifer doesn't just present — she creates an experience. Our team is still talking about it weeks later."

Whether she's keynoting a national conference, facilitating an all-staff retreat, or delivering a half-day workshop on emotional intelligence, Jennifer tailors every session to the room in front of her. She has worked with organizations including TD Bank, Fanshawe College, Lerner LLP, King's University College, and CSCN — and she's been invited back by all of them.

Her signature framework, the J.A.M. Effect™, helps audiences untangle the internal narratives holding them back — with enough warmth, humour, and practical tools that participants actually use what they learn. Her book, *You're Not the Boss of Me: Slaying the Inner Critic* (Parker Publishers), is available now on Amazon, IngramSpark, and Goodreads.

What makes Jennifer the speaker your audience will request again? She listens before she presents. Every engagement begins with a conversation — about your people, your moment, your goals. The result is a session that feels like it was built for your room, because it was.

Event planners love working with Jennifer because she's collaborative, responsive, and easy to work with — and because her sessions land. Participants leave with tools they can use, language they'll carry into their next meeting, and a sense that something real just happened.

Format	Audience size	Language	Location
Keynote, Workshop, Retreat	20 – 500+	English	Ottawa, ON · Canada-wide

Book Jennifer for your next event — thematwagroup.com | jen@awlpartners.com