



*Dr. Luana*  
MARQUES

Global Speaker, Author, Executive Coach  
Associate Professor at Harvard Medical School  
Past President of the Anxiety and Depression Association of  
America

Radiating an energetic blend of personal charisma and scholarly depth, Dr. Luana has emerged as a powerful force in the global speaking circuit. She is known for her captivating presence and dynamic storytelling that weaves together the threads of her personal journey and professional expertise to inspire transformation in her audiences.

Dr. Luana's personal story of overcoming adversity, trauma, and poverty while growing up in Brazil provides authenticity and depth to her message. As an Associate Professor at Harvard Medical School, Past President of the Anxiety and Depression Association of America, and best-seller author, Dr. Luana is a paragon of resilience, determination, and boldness.

Through decades of work as a researcher, clinician, author, and speaker, Dr. Luana has been relentless in her goal of equipping everyone everywhere with skills to thrive. True to her mission, Dr. Luana is devoted to igniting action. Everyone who attends her events leave with a personalized plan to overcome challenges and make the next bold move toward what matters most. Dr. Luana's hidden superpower comes through during Q&A's, where she meets people where they are and provides them with tools to get unstuck in real time. This commitment to actionable insight sets her apart, leaving her audiences not only inspired but armed with science-backed tools for change.

Her latest critically acclaimed book, "[Bold Move, A 3-Step Plan to Transform Anxiety into Power](#)," is a testament to her ability to translate complex scientific insights into actionable strategies. Whether she's addressing a roomful of CEOs, community leaders, or corporate teams, Dr. Luana empowers them with science-backed tools that they can implement immediately to catalyze change.

Dr. Luana's influential work has found recognition in numerous high-profile platforms, including [The Washington Post](#), [The Wall Street Journal](#), [BIG THINK](#), [Forbes](#), [The New York Times](#), [Good Morning America](#), and [Face the Nation](#). She is often featured in the top podcasts such as [10% Happier](#) and [The Mel Robbins Podcast](#).

Dr. Luana lives outside of Boston with her husband David and their son Diego.

*Speech Topics:*

### **1. Bold Employees: Transforming Workplace Anxiety into Your Superpower**

*Description:* An overwhelming 83% of US workers experience work-related stress, causing a significant impact on businesses due to missed workdays and healthcare expenses (American Institute of Stress, 2022). Many employees believe that eliminating anxiety and stress will improve their performance. However, Dr. Luana challenges this belief by identifying the actual enemy keeping employees stuck - psychological avoidance. Drawing from her Harvard-based research, Dr. Luana provides actionable strategies that empower employees to overcome avoidance and harness their anxiety to drive productivity and success.

*Learning Objectives:*

1. Gain a clear understanding of how avoidance is impacting your productivity.
2. Discover the evidence-based strategies to overcome psychological avoidance and turn anxiety into power.
3. Develop a personalized action plan to manage stress, conquer avoidance, and enhance your performance.

### **2. From Stress to Success: Transforming Team Anxiety into a Competitive Advantage**

*Description:* With 75% of workers identifying change as a leading cause of stress (Korn Ferry, 2019), managing anxiety becomes critical to fostering high-performing teams. As a manager, your ability to navigate your team through these challenges is vital to your organization's success. In this keynote, Dr. Luana leverages her extensive research and clinical expertise to help managers identify the real source of burnout - avoidance - and provides science-driven strategies to overcome it, fostering resilience and cohesion within teams.

*Learning Objectives:*

1. Understand the critical role of resilience in managing change and stress within teams.
2. Learn to identify signs of psychological avoidance within your team and implement evidence-based strategies to overcome it.
3. Develop a comprehensive action plan to maintain team performance during periods of transition and stress.

### **3. Power Play: A Leader's Guide to Transforming Anxiety into Organizational Power**

*Description:* Leaders today are grappling with unprecedented challenges. From adapting to rapid technological changes to managing multi-generational workforce dynamics, leaders face constant pressure that can foster stress and anxiety. A study by Harvard Business Review (2021) revealed that 96% of senior leaders reported feeling 'burnt out' to some degree, with a third describing their burnout levels as extreme. Yet, the real enemy isn't the anxiety these challenges generate - it's avoidance. In this transformational keynote, Dr. Luana demystifies the role of avoidance in decision-making and leadership effectiveness, equipping leaders with her scientifically proven, 3-step strategy to harness anxiety as a catalyst for innovation and progress. With her transformative insights, leaders can reshape their leadership style, fostering a culture of resilience, creativity, and growth.

#### *Learning Objectives:*

1. Understand the impact of psychological avoidance on decision-making and leadership effectiveness, using cutting-edge research and real-world data.
2. Learn how to identify and overcome avoidance in leadership, applying evidence-based strategies to harness anxiety as a driving force for change.
3. Develop a comprehensive plan for cultivating a bold leadership style that sparks innovation, strengthens culture, and boosts revenue.