



SPEAKER KIT · 2026 / 2027

*Who Told You That?*TM

*The Invisible Beliefs Shaping How We
Work, Lead, and Perform*

Deondriea Cantrice

Keynote speaker · Author · Belief Challenger

Transformation, not just inspiration.

Booking: win@deondriea.com
deondriea.com/speaker



Who is Deondriea Cantrice?

Deondriea Cantrice is a keynote speaker, author, certified confidence coach, and the leading voice in Belief Interrogation™, the practice of examining the invisible beliefs shaping how we work, lead, and perform. She is a former global program management leader, a Prosci™ Certified Change Management Practitioner, and an anti-human-trafficking advocate.

What sets her apart from most speakers?

She has both the education and the experience to drive transformation, not just inspiration. Most speakers can move a room for an hour. Deondriea spent a career leading complex global technology programs and is certified in the discipline of change management, so she knows what happens to a big idea on Monday morning. Her keynote is built to survive it: one question, a method, and a proof action that leaves with every attendee.

FAST FACTS

SIGNATURE KEYNOTE	Who Told You That?™
CATEGORY	Belief Interrogation™ (she coined it)
BEST KNOWN FOR	The question audiences can't stop asking after the session
CREDENTIALS	Prosci™ Certified Change Management Practitioner · Global program management leader · Certified coach
SERVICE	Board of Directors, New Friends New Life · Sigma Gamma Rho Sorority, Inc., active life member; former Regional Training and Development Chair, Southwestern Region
RECOGNITION	Recognized by Regis University as an Influential Leader and Learner
BOOKS	www.booksbydeondriea.com
FEATURED IN	Monarch Magazine · Heart & Soul Magazine · Rolling Out Magazine
BASED	Dallas, Texas · Travels domestically and internationally · Virtual available
BOOKING	win@deondriea.com

"Change the belief. Change the behavior.™"

Three lengths. *Use as written.*

SHORT BIO · 65 WORDS

Deondria Cantrice is an award-winning author, speaker, and creator of Belief Interrogation™, a methodology that challenges people to question what they've been told, examine what their beliefs are costing them, and decide what deserves their belief. Drawing from leadership, lived experience, and human behavior, Deondria confronts the assumptions that quietly shape how we work, lead, love, and live. Her approach is simple but disruptive: She won't tell you what to believe. She'll teach you how to interrogate what you already do.

MEDIUM BIO · 120 WORDS

Deondria Cantrice is a keynote speaker, award-winning author, and creator of Belief Interrogation™, a methodology for examining the beliefs quietly shaping how we live, lead, work, and define success. A former global program management leader, Prosci Certified Change Management Practitioner, and certified confidence coach, Deondria brings more than inspiration to the stage. She challenges audiences to examine what they've been Told, Taught, Translated, and Rehearsed™ and question the assumptions influencing their decisions, behaviors, and possibilities.

Through her signature keynote, *Who Told You That?*, Deondria asks a deceptively simple question: What if what you believe is shaping your life more than you realize? Her work gives audiences a practical framework to examine where their beliefs came from, what those beliefs are costing them, and whether they still deserve authority over what comes next.

Deondria serves on the Board of Directors of New Friends New Life and is a Life Member of Sigma Gamma Rho Sorority, Inc. She is the author of several books, including *Overqualified*, *Overworked*, *Overlooked*.

LONG BIO · 230 WORDS

Deondria Cantrice is a keynote speaker, award-winning author, and creator of Belief Interrogation™**, a methodology for examining the beliefs quietly shaping how we live, lead, work, and define success. Her work is rooted in more than theory. Deondria became a mother as a teenager, earned her bachelor's degree as an adult, and built a successful career as a global program management leader, guiding complex technology initiatives across organizations and continents. Along the way, she learned firsthand that achievement does not automatically silence self-doubt, success does not guarantee recognition, and the beliefs we carry can influence our decisions long after we've forgotten where they came from.

A Prosci™ Certified Change Management Practitioner and certified coach specializing in confidence and executive coaching, Deondria has spent years studying confidence, leadership, human behavior, and the narratives people accept as truth. Across corporate environments, coaching conversations, leadership roles, and her own life, she recognized a recurring pattern: We don't simply respond to what happens to us. We respond to what we believe it means.

That realization led to a deceptively simple question: *Who told you that?*™

The question became a methodology and ultimately, a body of work. Through her signature keynote, *Who Told You That?*, and her Belief Interrogation™ methodology, Deondria challenges audiences to identify what they have been Told, Taught, Translated, and Rehearsed™, uncover the assumptions influencing their behavior, examine what those beliefs have cost them, and determine whether those beliefs have earned the authority they hold.

THE IDEA

What is Belief Interrogation™?

Belief Interrogation™ is the practice of examining the invisible beliefs shaping how we live, lead, work, and succeed, and deciding whether each one has earned the authority it's been given. It is not positive thinking. It is a procedure with an order and an end: identify the belief, trace it to its source, examine it against evidence, and reach a verdict: Retain, Revise, or Release™.

Why it matters for your audience: most behavior that frustrates people, staying silent, waiting for permission, resisting change, not applying for the stretch role, quietly quitting jobs and marriages, is consistent with a belief nobody has examined. Change the belief and the behavior stops needing willpower.



SIGNATURE KEYNOTE

Who Told You That?™

The Invisible Beliefs Shaping How We Work, Lead, and Perform

What if the thing preventing someone from speaking, deciding, acting, or leading isn't a lack of knowledge? What if it's something they believe? In this provocative keynote, Deondria challenges audiences to uncover the invisible rules influencing their behavior and examine whether those beliefs have actually earned the authority they've been given.

Audiences learn to recognize what they've been Told, Taught, Translated, and Rehearsed™, interrogate the assumptions underneath their behavior, and identify what they will do differently because of what they discover. This isn't another invitation to "believe in yourself." It's an invitation to ask a harder question: should you believe what you believe?

THE ROOM LEAVES WITH

- A shared language for beliefs: Told, Taught, Translated, Rehearsed™
- The interrogation questions, applied live to a belief they brought in with them
- A verdict they can defend: Retain, Revise, or Release™
- One proof action each person commits to before they leave

LENGTH

45 to 75 minutes

DELIVERY

In person or virtual

SLIDES

Optional

Q&A

On request

Where does Deondriea fit on a conference agenda?

Anywhere the program needs a moment people talk about at dinner. The keynote is designed to open a conference by naming what the audience is quietly believing, or to close one by sending them home with a question and a proof action instead of a quote.

Opening keynote

Sets the frame for the whole event. Every session afterward becomes a belief to interrogate.

Closing keynote

Turns two days of content into one decision per attendee.

Women's leadership track

The five sentences accomplished women say, and the beliefs underneath them.

Breakout or workshop

Belief Interrogation applied live to a belief participants brought with them.

ERG, BRG, and affinity summits

Employee voice, career advancement, and who gets to decide what "ready" means.

Association and membership events

Professional identity, reinvention, and the rules nobody wrote down.

AUDIENCES SHE IS RIGHT FOR

Conferences and summits · Professional associations · Leadership programs · Leadership development · ERGs and BRGs · Universities and alumni events · HR and talent conferences · Change and transformation programs

Transformation, not just inspiration.

Can the keynote be tailored to our challenge?

Yes. One powerful question, different organizational challenges. Deondriea's Who Told You That?™ platform can be tailored to the beliefs influencing leadership, employee voice, organizational change, and career advancement and performance, without losing the core methodology that makes the experience uniquely hers.

APPLICATION 01

Leadership

Leaders who escalate instead of deciding, avoid hard conversations, and wait for certainty are obeying a belief about what a leader is supposed to be.

THE BELIEFS UNDERNEATH

"Leaders need to have the answers."

"If I'm wrong, it proves I shouldn't be here."

"Delegating means losing control."

WHAT SHIFTS

Leaders who decide with the information they have and say the hard thing in the room instead of after it.

APPLICATION 02

Employee voice

You've opened the channels and built the safety program. People still don't speak, because a belief tells them their voice costs more than it's worth.

THE BELIEFS UNDERNEATH

"My work should speak for itself."

"That's above my pay grade."

"Leadership already made up its mind."

WHAT SHIFTS

People who bring the idea, the concern, and the dissent while the decision is still open.

APPLICATION 03

Organizational change

The strategy is sound and the rollout is funded. Adoption stalls anyway. Change fails at the belief level long before it fails at the process level. This is where Deondriea's Prosci™ certification and program leadership meet the method.

THE BELIEFS UNDERNEATH

"We've always done it this way."

"This will pass, like the last one."

"If I adopt it and it fails, it's on me."

WHAT SHIFTS

Teams that name the belief blocking the change and choose adoption as a decision, not compliance.

APPLICATION 04

Career advancement & performance

Your most capable people don't apply for the stretch role, don't ask, and over-prepare while feeling like frauds. The ceiling isn't performance. It's a belief about readiness.

THE BELIEFS UNDERNEATH

"I need to be completely ready first."

"I shouldn't have to ask."

"Be grateful for what you have."

WHAT SHIFTS

High-potentials who apply, ask, and say the number; internal mobility that actually moves.

What formats does Deondriea offer?

Three, at three depths, all available in person and virtually. Choose by the size of the behavior you need to change, not by the size of the room.

FORMAT 01

Keynote

Cognitive disruption

Introduces the big idea and creates the Who Told You That?™ moment. The room recognizes the invisible rules it's been obeying, learns the four sources, and leaves with a question it can't put down.

LENGTH

45 to 75 minutes

BEST FOR

Conferences, opening and closing sessions, association events, ERG summits

OUTCOME

Shared language and a proof action per person

FORMAT 02

Keynote + Workshop

Interruption + application

The keynote, then the work. Participants use Belief Interrogation™ on a relevant workplace belief, trace it to its source, test it against evidence, and reach a verdict they can defend, in the room.

LENGTH

Half day

BEST FOR

Conference workshops, leadership cohorts, women's leadership programs, team offsites

OUTCOME

One interrogated belief per participant and a written proof action

FORMAT 03

Executive / Leadership Experience

Deeper facilitated application

A facilitated engagement built around a specific organizational challenge: the beliefs underneath why a change stalls, why a team stays silent, why high-potentials wait. Deondriea's change management certification and program leadership shape the design. Measurement can be incorporated as the engagement matures.

LENGTH

Full day, or a sequence

BEST FOR

Executive teams, transformation leads, high-potential programs

OUTCOME

A named set of governing beliefs and a behavior plan tied to a business result

Not sure which depth you need? Tell us the behavior you need more of. That answers it faster than a format menu.



Does Deondriea speak on human trafficking?

Yes, and it is presented separately on purpose. Deondriea is the mother of a sex trafficking survivor and serves on the Board of Directors of New Friends New Life, a Dallas organization serving trafficked and sexually exploited women and girls. She speaks from lived experience and years of advocacy about how it started, how she found out, the aftermath, and the legal fight that followed. These talks are not built on the Belief Interrogation platform. They are built for rooms that need to protect people.

The Human Side of Human Trafficking

Her story as the mother of a survivor: how it started, how she found out, the aftermath, and the legal plight. The talk that turns statistics into a family.

Romeo Pimp, Juliette Victim

Dispels the myths about trafficking and focuses on grooming: how a "Romeo pimp" builds trust, isolates, and controls, and what parents, educators, and institutions consistently miss.

Sold in Silence

An exploration of how human trafficking disproportionately impacts Black women and girls, why it stays unseen, and what prevention looks like in practice.

For

Parents and families · Schools and universities · Faith and community organizations · Youth-serving nonprofits · Law enforcement and social-service training · Corporate awareness programs · Conferences with a prevention or justice track

Formats

Keynote · Panel · Community forum · Training session · In person or virtual

Booking for advocacy talks: win@deondriea.com · Advocacy work: deondriea.com/activist

What are Deondriea Cantrice's credentials?

Prosci™ Certified Change Management Practitioner

The industry standard in change management methodology.

Global leader, program management

A career leading complex global technology programs, from strategy through adoption.

Certified confidence coach

Specializing in confidence and executive coaching.

Board of Directors, New Friends New Life

Serving trafficked and sexually exploited women and girls in Dallas.

Sigma Gamma Rho Sorority, Inc.

Active life member; former Regional Training and Development Chair, Southwestern Region.

Regis University

Recognized by her alma mater as an Influential Leader and Learner.

Author

Who Told You That: The Lies You Call Truth and How to Interrogate What You Believe, and Overqualified. Overworked. Overlooked. How to Win Without Losing Yourself. All of Deondriea's books: www.booksbydeondriea.com

WHERE HAS DEONDRIEA SPOKEN?

Sigma Gamma Rho Sorority, Inc. Pivot Like a Pro, speaker · Southwestern Region, workshop facilitator · Youth Symposium, presenter

Texas Reproductive Justice Summit Workshop facilitator

Junior Achievement Facilitator, company advisor, presenter

NAMI North Texas Panelist

North Central Texas College Panelist

Rolling Out, AM Wakeup Call Speaker

Dallas Office of Equity & Inclusion Panelist

Dallas and Denton Independent School Districts Career Day speaker

Police Retreats Workshop speaker

Alliance of Black Telecommunications Professionals Presenter

Cherry Creek School Youth/Adult Summit Volunteer, mentor, facilitator

FEATURED IN

Monarch Magazine · Heart & Soul Magazine · Rolling Out Magazine



The books

Overqualified. Overworked. Overlooked.
How to Win Without Losing Yourself

The truth high-performing women whisper but never admit, and how to rise anyway. Also by Deondriea: *Who Told You That: The Lies You Call Truth and How to Interrogate What You Believe*. All of her books are at www.booksbydeondriea.com. Bulk copies for attendees on request.

Frequently asked by planners

How do we book Deondria Cantrice?

Email win@deondria.com with the date, the audience, and the behavior you need more of. Deondria replies personally. A thirty-minute discovery call follows, then the keynote is tailored to your room.

What does she speak about?

One signature keynote, Who Told You That?™, tailored to leadership, employee voice, organizational change, or career advancement and performance. Separately, human trafficking awareness and prevention.

Is this a motivational talk?

No. It's a method. Audiences leave with a shared language, an interrogated belief, a verdict, and a proof action. Deondria's background is in driving transformation, not delivering inspiration.

Does she offer virtual?

Yes, for all three formats.

Does she travel?

Yes, domestically and internationally, from Dallas, Texas.

What are the fees?

Scheduled on inquiry, by format and scope.

Can she do a workshop or breakout as well as the keynote?

Yes. Keynote + Workshop is the most common conference pairing: the keynote for the general session, the workshop as a breakout.

Can attendees buy the book?

Yes. Bulk copies of her books can be arranged for attendees.

TECHNICAL RIDER

Wireless lavalier or headset preferred; handheld acceptable for Q&A.; Slides optional and provided in advance when used. Confidence monitor appreciated for workshops. Recording and photography permitted with prior agreement; please confirm intended use. Full rider provided on booking.

HOW IT WORKS

01 Inquiry Date, audience, and the behavior you need more of. **02 Discovery call** Thirty minutes with Deondria on your challenge and the beliefs she's likely to find. **03 Tailoring** Examples, language, and the working belief are built for your room. The methodology stays intact. **04 Delivery** In person or virtual, at the depth you chose. **05 Follow-through** Proof actions leave with every participant. Optional follow-up sessions extend the interrogation.

What do your people have to believe for that behavior to make sense? Ask that before you book another training. Then bring the question to the room.