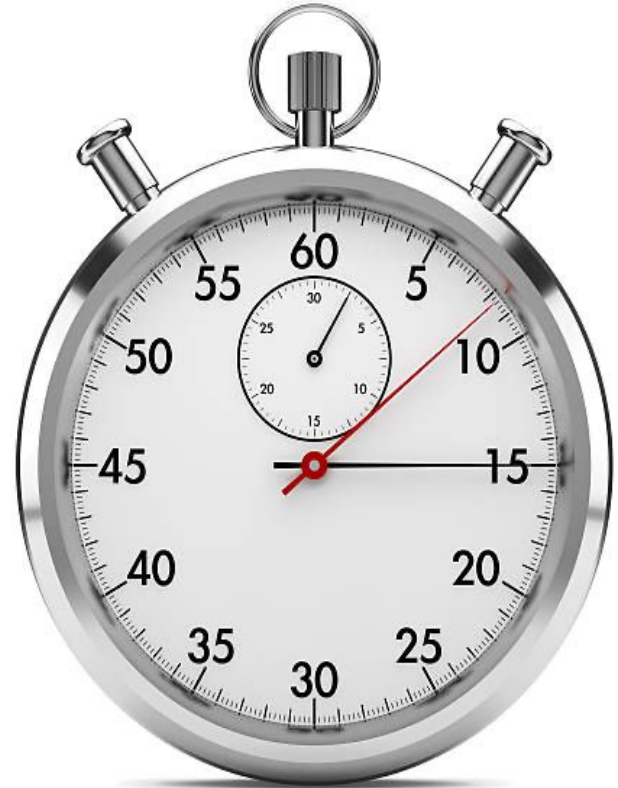


Brag Better!

Startup Café
April 4, 2025
Nadya Duke Boone
NadyaDukeBoone.com
BragLunch.com



“PNW founders need to brag more. That classic PNW passivity is hurting your chances of landing investment and hurting your startup career.”

Kathryn Latham, Startup Advisor

“What a terrific concept and much needed, especially for all Oregonians in general who are determined to hide their lights under their bushels like they’ll go up in flames if they tell someone how good they are.”

Tamara Greenleaf, Public Relations Expert



**Bragging Gives us
Perspective**

What are you bragging for?

Why Brag?

- Performance review
- Promotion
- Job interview
- To recognize your team
- Selling a service or product
- Fundraising
- Hiring
- So you're known for what matters to you

Story Time

**Or Just Remember
Princess Leia**



—

Prompts

1. What did you do?
2. What changed?
3. What did other people say?
4. Why was it hard?
5. Why did you pick this to brag about?
6. Why do your customers care?
7. Why does your company care?
8. Who did it help?

Practice Time!

What to Do

1. Brag
2. Coach
3. Rebrag
4. SWITCH and start over

Coaching Prompts

1. What did you do?
2. What changed?
3. What did other people say?
4. Who did this help and how?
5. Why was it hard?
6. Why are you excited about this?
7. Why do your customers care?
8. Why does your company care?

Report Out

NadyaDukeBoone.com

or

BragLunch.com

Today's Slides

How to Host a Brag Lunch

**Free newsletter to help you
communicate, lead, and
navigate your career**

Your Bragging Skills Ranked

1. Your product/idea/service
2. Your team
3. You