

DR SIMONE BOER

SPEAKER | NEUROSCIENTIST | AUTHOR

SCIENCE
PEOPLE
POSSIBILITY

Life is ~~Actually~~ a

DRESS REHEARSAL

YOU'RE BECOMING WHO YOU REPEATEDLY REHEARSE.

ABOUT DR SIMONE BOER

Dr Simone Boer works with high-performing leaders, business owners and professionals who know the moves that matter - but keep delaying them. They stay busy, overthink, wait for certainty or keep doing what has worked before, even when they know something needs to change. Drawing on neuroscience and real-world leadership experience, Simone reveals how repeated patterns shape who we become - and how changing what we rehearse can change what happens next.

PhD Neuroscience • Former Head of Strategy • Led 550 people • Board & Chair experience

> We've been told life is not a dress rehearsal. I argue the opposite.
>
> **DR SIMONE BOER**

SIGNATURE KEYNOTE

LIFE IS ACTUALLY A DRESS REHEARSAL

Long before the moment that matters, elite performers rehearse. Athletes do it. Musicians do it. Surgeons do it. And whether we realise it or not, so do we.

Drawing on neuroscience, human performance and her own journey from a childhood shaped by poverty and struggle to scientist, senior leader and entrepreneur, Simone explores a provocative idea: What if who we become is shaped, in part, by what we repeatedly rehearse?



WATCH SIMONE SPEAK

The beliefs we reinforce. The behaviours we repeat. The responses that become automatic. The boundaries we stop questioning. Some propel us forward. Others quietly keep us repeating what we already know.

Through powerful stories, neuroscience and an experiential three-part framework, Simone challenges audiences to NOTICE what's shaping them, IMAGINE beyond the familiar, and REHEARSE what comes next.

Not when they feel ready. Before.

WHY ORGANISATIONS BOOK THIS KEYNOTE: **The biggest risk isn't always underperformance. It's capable people becoming exceptionally good at repeating what already exists.**

AUDIENCES WILL LEARN TO:

NOTICE

Identify what you've been rehearsing, the behaviours and patterns repetition has reinforced - and question which are still serving you.

IMAGINE

Get curious before getting realistic. Challenge assumptions about what is possible before automatically defaulting to what is familiar

REHEARSE

Turn possibility into practice. Take deliberate, repeatable actions that begin shifting behaviour before confidence or certainty arrives.

> Most people don't reach the edge of their potential...
>
> They reach the edge of the identity they've rehearsed."

DR SIMONE BOER



THE IMPACT

Simone challenges high performers to question familiar patterns, take greater ownership of what happens next and practise the thinking, decisions and behaviours required for change.

MORE COURAGE • MORE OWNERSHIP • GREATER ADAPTABILITY • LESS WAITING FOR PERMISSION

A UNIQUE PERSPECTIVE

We mistake familiarity for truth. We assume that because a pattern feels like us, it must be who we are.

Simone challenges that assumption.

Identity isn't simply something you discover. It is reinforced through what you repeatedly think, practise and do. Change the rehearsal, and you create the possibility of a different performance.

WHAT OTHERS SAY

> "WOW! It had everything. I laughed, I cried... and most importantly walked out of the session with an incredible sense of clarity and tangible action items."
>
> **Dr Allyson Brown**
> Director, everheal

> The way Simone structures everything, she shows the impact you can expect, the outcome you can enjoy, then gives you the tools to go out and do it... This is where the power is."
>
> **Robyn Vogels,**
> Director, Personnel Relocations

IDEAL FOR

- LEADERSHIP CONFERENCES
- PROFESSIONAL ASSOCIATIONS
- EXECUTIVE & SENIOR LEADER EVENTS
- BUSINESS & ENTREPRENEUR EVENTS
- ORGANISATIONAL CHANGE & TRANSFORMATION

PRESENTED TO

Business Blueprint · Leading Wellness · Women in Aviation/Aerospace Australia (Connect. Inspire. Excel.) · Wealth Hacking Summit 2025 (Join us live in person)

APPEARED IN

Financial Review (The Daily Habit of Successful People) · The Age · The Australian Women's Weekly · Body+Soul · The Guardian · Forbes Australia · ABC Radio National

BRING SIMONE TO YOUR NEXT EVENT

Give your audience a provocative new way to think about identity, possibility and what happens next.

ENQUIRE ABOUT AVAILABILITY

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