

Robyn Thompson



Robyn Thompson has built her leadership at the intersection of money, mindset, performance leadership, and human capital. As Founder and CEO of Personal Power Labs, she is an award winning entrepreneur, national media personality, and keynote speaker focused on how leaders think, choose, and perform in a rapidly changing world. Her authority formed through years inside high stakes financial markets long before keynote stages entered the picture.

She spent nearly two decades navigating financial environments where millions of dollars could be gained or lost through a single decision. During that time she built and exited a multimillion dollar wealth management firm and advised Fortune 500 executives. In those rooms she began noticing a pattern that shifted the trajectory of her work. Outcomes were shaped by perception as much as by strategy.

“In critical moments, the difference between losing millions and earning millions often came down to how people saw the situation and the choices they made inside it,” she told us.

The observation reframed how she understood leadership. Financial capital is measurable and visible, yet human capital determines how organizations move through pressure, uncertainty, and opportunity. A leader’s interpretation of circumstances shapes the decisions that follow.

This insight became the foundation for The Return of Personal Power™, a leadership framework designed to strengthen clarity, agency, and performance during complex moments. Through programs including The Power Choices™ and The Power Assets™, she integrates neuroscience, behavioral science, and her own lived experience. Her story includes growing up on welfare and overcoming cancer. Each chapter informs her understanding of resilience and human potential.



Her work focuses on helping organizations move from overwhelm toward clarity and engagement. The shift that defined 2025 unfolded as a deeper reckoning with her public identity. For many years she had been widely recognized as a money expert for women. The work created impact and recognition. During her time advising leadership teams she witnessed a broader challenge unfolding across industries.

“What we call burnout is often deeper than exhaustion. It is a human capital crash,” she said.

Leaders and employees carried a growing sense of disconnection from their own agency. Workloads increased while belief in influence diminished. She recognized that the conversation about money represented only one part of a much larger pattern connected to leadership, choice, and personal power.

“I had outgrown that frame,” she shared.

That realization led to the launch of Personal Power Labs with The Return of Personal Power™ as its central framework. The expansion placed her work directly inside conversations about leadership performance, organizational culture, and decision making under pressure. It also invited her to revisit her own story.

“I had to consciously choose a new narrative centered on possibility, influence, and impact at scale,” she said.

The decision reshaped how she shows up as a speaker. Her previous expertise in wealth and finance now sits within a broader mission focused on agency and human performance.

In 2026 she is building with clarity and scale. Her keynote suite serves corporate leaders, associations, and organizations seeking stronger decision making and cultural resilience. She also brings her experience in national media into her work, helping leaders communicate their insights through compelling on camera storytelling that strengthens connection and culture.

Her personal practice mirrors the principles she teaches. “I start more moments with awe,” she told us. Awe serves as a neurological reset that widens perspective and restores possibility. She applies her Power Choices of Belief, Awareness, and Agility during demanding moments and complex decisions.

Success for her now reflects alignment between her leadership and her purpose. Restoring personal power across organizations has become a clear mandate.

“The most powerful shift isn’t changing your circumstances,” she said. “It’s changing how you see them.”

Her work reminds leaders that perception shapes performance and that agency remains one of the most valuable forms of capital any organization holds.

WRITTEN BY RILEY SLOANE
PHOTOGRAPHY BY VICKI BARTEL

A U R A L I S M A G A Z I N E H A R D C O V E R C O L L E C T I O N