2026

FOOD & FINANCE
WITH SHELLEY NADEL

SPEAKER PACKET

The *Confidence* Tax

& other talks for women who lead.

SHELLEY NADEL

CFP® · CLTC® · LUTCF

ABOUT SHELLEY

The wealth voice women actually listen to

Speaker · Author · Wealth Strategist

Shelley Nadel is on a mission to put more women in the top leadership seats in corporate America, government, and beyond — and she believes financial confidence is the secret engine that gets them there.

A Certified Financial Planner® professional, Wealth Advisor, author, and speaker, Shelley leads the Houston office of Radian Partners, LLC and is the founder of Financial Success Strategies LLC and *Food and Finance with Shelley Nadel* — her signature brand, seen on YouTube, LinkedIn, Instagram, television, and in her book *The Wealth Recipe: A Culinary Guide to Financial Power*.

Her teaching style is unmistakable: warm, plainspoken, and free of the financial jargon designed to intimidate. She rejects fear-based messaging in favor of empowerment — helping women link financial confidence to the leadership confidence they need to claim any seat at any table.

Since 2007, Shelley has delivered financial literacy programs to corporate and community audiences of 20 to 200, including ongoing quarterly engagements with Baker Hughes and Gensler.

IN THEIR WORDS

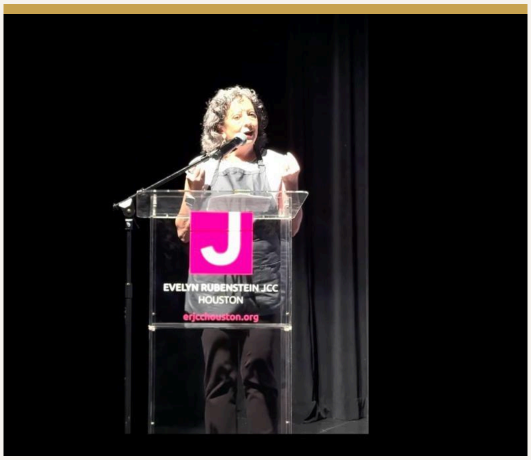
Straight from *the audience.*

No. 01 *I've known Shelley for years, but watching her on CW39 was something else entirely. She owned that segment. What strikes you immediately is how effortlessly she makes topics feel relevant and even entertaining — no small feat on live television. She's warm, quick, and completely at ease, and you can feel the audience leaning in. Shelley has a rare gift.*

JENNIFER MASON · FORMER NASA PROGRAM SPECIALIST

No. 02 *We have so enjoyed having Shelley join us in the office to share her knowledge. Her "food and finance" mantra makes her very relatable and approachable. More importantly, she has taken what can often be an overwhelming subject and put it into bite-size pieces, giving us a greater sense of confidence.*

STEPHANIE BURRITT · PRINCIPAL, GENSLER



THE APPROACH

She turns complex ideas into dishes audiences can *taste.*

Through her dynamic personality and signature *Food & Finance* approach, Shelley turns complex financial ideas into memorable stories and relatable experiences audiences can immediately connect with and apply.

Her passion: helping high-achieving women stop paying the hidden costs of hesitation, silence, underpricing, and overcomplicated financial advice — and start building wealth on their own terms.

FIVE SIGNATURE TALKS

I	**The Confidence Tax**	*How hesitation can burn your financial future — and how to save the dish.*
II	**Money on Mute**	*What's been on the shelf too long — and what it's costing you.*
III	**Priced Like Store Brand**	*Why the most accomplished women in the room are still negotiating like they're on sale.*
IV	**The Complexity Trap**	*Why the smartest women in the room are paying the highest price for financial complexity — and what three ingredients can teach them about building real wealth.*
V	**The Untouched Plate**	*She knows every number in her business. Ask her about her own finances, and the kitchen goes cold.*

SEE SHELLEY IN ACTION

The best way to experience Shelley is to see her. Watch a sampling of Shelley speaking and see how Food & Finance with Shelley comes to life on stage.

▶ ***Watch Shelley Speak***

Or scan the QR code to view on any device.

Presentation One

The Confidence Tax

How hesitation can burn your financial future — and how to save the dish.

Every time a high-achieving woman delays a financial decision — waits for more certainty, defers the conversation, sits on an investment — she pays a price that never appears on any statement. Shelley calls it *The Confidence Tax*. And yes, she's qualified to talk about it — not just because she's spent nearly two decades as a CFP® watching women pay it, but because hesitation once nearly cost her everything. She knows the weight of waiting. This talk — with the help of a blueberry pie — explains exactly why we keep paying it and how to rectify it.

LEARNING OBJECTIVES

i. Identify the hidden financial cost of hesitation and delayed decision-making.

ii. Understand the compounding impact of risk aversion on long-term wealth.

iii. Recognize the specific patterns that trigger financial inaction in high-achieving women.

iv. Apply a decision framework that replaces hesitation with informed, confident action.

SUGGESTED FORMAT

Keynote

IDEAL AUDIENCE

Women's leadership conferences, executive women, female entrepreneurs, high-performance groups.

Presentation Two

Money on Mute

What's been on the shelf too long — and what it's costing you.

Shelley walks onto the stage holding a jar of something rare and extraordinary — and turns it over to check the expiration date. That jar is the central metaphor for this talk: the financial voice women possess but leave unused until the moment has passed — in boardrooms, salary negotiations, advisor meetings, and their own inner dialogue. *Money on Mute* is a self-advocacy and financial presence talk that names what goes unspoken, unasked, and overlooked — and shows women leaders that it is not too late to open it.

LEARNING OBJECTIVES

i. Identify the moments and environments where women most commonly silence their financial voices.

ii. Understand the measurable career and wealth impact of under-advocacy in financial conversations.

iii. Build language and frameworks for speaking up about money with clarity and authority.

iv. Develop a personal self-advocacy strategy for boardroom, negotiation, and advisory settings.

SUGGESTED FORMAT

Keynote · Workshop

IDEAL AUDIENCE

Senior executive women, women's leadership conferences, corporate leadership groups, female founders.

Presentation Three

Priced Like Store Brand

Why the most accomplished women in the room are still negotiating like they're on sale.

Shelley holds up two identical cans — same factory, same contents. One carries a premium label. One is generic. The price difference is staggering. The product is identical. This is the talk that finally names what high-earning women already sense but rarely say out loud: somewhere between their actual value and what they charge, accept, and negotiate, there is a gap — and that gap has a dollar amount. *Priced Like Store Brand* is a financial self-worth talk with teeth, humor, and a prop reveal the audience will not forget.

LEARNING OBJECTIVES

- *i.* Recognize the specific financial behaviors that signal self-underpricing in high-achieving women.
- *ii.* Quantify the compounding wealth impact of undervalued fees, salaries, and equity stakes over a career.
- *iii.* Understand the psychology behind premium versus discount self-positioning in financial contexts.
- *iv.* Apply a three-move framework for repricing salary, fees, and financial non-negotiables — starting immediately.

SUGGESTED FORMAT

Keynote · Workshop

IDEAL AUDIENCE

Women's leadership conferences, female entrepreneurs, executive women, professional women's groups.

Presentation Four

The Complexity Trap

Why the smartest women in the room are paying the highest price for financial complexity — and what three ingredients can teach us about building real wealth.

Cacio e pepe — a Roman pasta born from the simplicity of shepherds' pantries, made with just three ingredients and Italian tradition — is one of the most revered dishes in the culinary world. Shelley sets a bowl of it on the podium next to the printed recipe for Beef Wellington: hours of preparation, precision technique, and a dozen components that must all work in perfect sequence just to get to the table. *Cacio e pepe* is not only much simpler — it's the dish people actually want to eat. The same is true of your financial plan.

LEARNING OBJECTIVES

i. Identify the hidden fees, tax drag, and illiquidity costs embedded in complex financial products.

ii. Recognize why high-achieving women are disproportionately steered toward financial complexity — and who benefits from it.

iii. Distinguish between genuine financial sophistication and complexity designed to benefit the advisor.

iv. Run a personal audit for hidden complexity costs and build a simpler, personalized, more powerful financial strategy.

SUGGESTED FORMAT

Keynote · Lecture

IDEAL AUDIENCE

Executive women, female entrepreneurs, women's leadership conferences, high-net-worth professional women.

Presentation Five

The Untouched Plate

She knows every number in her business. Ask her about her own finances, and the kitchen goes cold.

Shelley holds a beautiful leather-bound menu in one hand and a blank index card in the other. The menu represents what every woman in this room builds for her business — detailed, strategic, profitable. The blank card is her personal financial picture. The most dangerous blind spot in any high-performing woman's life is not incompetence — it is the assumption that professional mastery transfers automatically to personal finance. It does not. This talk names the blind spots most common to high-achieving women, shines a light directly on them, and closes the gap — live, on stage — with six questions every woman in the room should be able to answer before she leaves.

LEARNING OBJECTIVES

i. Identify the specific personal financial blind spots most common among high-achieving professional women.

ii. Understand how leadership strengths — delegation, busyness, deferred decisions — create personal financial vulnerability.

iii. Complete a six-point personal financial audit covering cash reserves, equity, beneficiaries, and estate documents.

iv. Leave with a concrete action plan to close the gap between professional financial excellence and personal financial security.

SUGGESTED FORMAT

Keynote · Workshop

IDEAL AUDIENCE

Women's leadership conferences, executive women, female business owners, corporate leadership groups.

AS SEEN ON

Television, print, and podcasts that value her *voice on wealth.*

TELEVISION

CW39 Houston

Featured Financial Professional. Interviewed by host Maggie Flecknoe; developed 13 original segments airing weekly on CW39 Houston, each accompanied by a re-air.

13 ORIGINAL SEGMENTS · 6-MONTH RUN

PRINT & DIGITAL · FORBES

"What Do Jalapeños Have to Do With Your Financial Plan?"

Forbes / Ellevate, February 2022.

PRINT & DIGITAL · FORBES

"Be the Chef in Your Own Financial Kitchen"

Forbes / Ellevate, March 2022.

MAGAZINE

"Mastering the Recipe for Financial Success"

CXO Inc. Magazine — feature interview.

MAGAZINE · PRINT FEATURE

"Money & Deep Dish Pizza: How Are They Connected?"

Winnetka Kenilworth Living.

PODCAST

The Augmented Advisor — with John Prendergast

"Getting Leads by Filming a Cooking Show in Barcelona on an iPhone?"

PODCAST

The One Problem Podcast — with Avil Beckford

Navigating a volatile stock market.

LET'S BRING HER TO YOUR STAGE

Book *Shelley.*

SHELLEY L. NADEL

CFP® · CLTC® · LUTCF

OFFICE

512.662.6262

MOBILE

281.797.1442

EMAIL

shelley.nadel@radianpartners.net

WEB

foodandfinancewithshelley.com

SOCIAL

Instagram · LinkedIn · YouTube · Facebook

FOOD & FINANCE
WITH SHELLEY NADEL