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ALYSSA LONDON





# ALYSSA LONDON'S BIOGRAPHY

- ▶ Alyssa London is an enrolled tribal citizen of the Central Council of Tlingit and Haida Indian Tribes of Alaska. She graduated with honors from Stanford University in 2012 with a Bachelor of Arts. In February 2017, Alyssa became the first Tlingit Miss Alaska USA and went on to place top ten at Miss USA 2017. She was then appointed “2017 Cultural Ambassador for Sealaska Heritage Institute” and in this role she worked to showcase the vitality of Alaska Native and indigenous cultures. One way she accomplished this was by competing at Miss USA in a robe with her clan crest of the Killerwhale over her evening gown to emulate a ceremonial Tlingit robe. The post showing the gown went viral on Facebook with 1.5 million views, won the title of “Gown of the Year” at the 2017 Global Beauty Awards, and is now on exhibit at the Soboleff Center Tribal Museum in Juneau, Alaska. Alyssa was recognized in 2017 as “Top 40 under 40” in Indian Country by National Center of American Indian Enterprise Development for her work bringing awareness to the vitality of Native American culture today. Alyssa is an entrepreneur, she founded Culture Story and also has a career in media and entertainment.

# SPEAKER RESUME

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It was an honor having you here, Alyssa. Your message was well received and much appreciated. Thank for being a positive role model for children.”

- Michelle Zimmisky  
*Principal, Chief Leschi Schools*





## Motivational Speeches:

- Sealaska Community Meetings: Ketchikan, Anchorage, Juneau, Seattle, Prince of Wales Island (Klawock)
- Sitka's Mount Edgecumbe Highschool
- Tulalip Tribal Schools and Youth Council
- Juneau and Douglas, Alaska Area School Tour
- Ketchikan, Alaska Elementary Schools
- Anchorage, Alaska Elementary Schools
- Puyallup Chief Leschi Schools
- Spokane Indian Reservation Schools
- Coeur d'alene Tribal Schools
- Native Youth Leadership Alliance
- Native American Youth and Family Center (NAYA) Portland
- Southcentral Foundation Youth Basketball Camp
- Kotzebue Youth Community Basketball Camp
- Alaska State Fair's Cultural Stage
- Stanford's Alumni Speaker Series
- Crow Nation's Youth and Cultural Night during Crow Fair 2018.

## Keynotes:

- National Congress of American Indian (NCAI) Policy Summit
- NCAI Reception at National Museum of American Indians
- Affiliated Tribes of Northwest Indians
- Arctic Encounter Symposium
- Alaska Native Brotherhood and Sisterhood Annual Conference
- Tlingit and Haida Back to School Event
- Urban Native Education Alliance Graduation
- Tulalip Tribe Graduation Ceremony
- Native Action Network's 13th Annual Native Women's Leadership Forum & Enduring Spirit Honoring Luncheon-
- Women Entrepreneurs of Anchorage

## Panelist:

- National Center for American Indian Enterprise Development (NCAIED), National RES 2018
- Southcentral Foundation Indigedance

## Workshop Facilitator:

- Cultural Educational events for Youth at Alaska State Fair 2017, 2018
- The Affiliated Tribes of NW Indians Youth Forum through the Native Youth Leadership Alliance

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Alyssa London (Tlingit) created a vibrant connection with the Native youth participants at our Spokane Affiliated Tribes of Northwest Indians Youth Forum put on by the Native Youth Leadership Alliance. The twenty-five youth participants representing over a dozen tribes and ranging from age five to eighteen were engaged in her story of winning Miss Alaska USA 2017.

Her message was culturally rooted and encouraged youth to value their culture as source of strength and instilled a sense of pride. Alyssa connected to youth with a sense of compassion and openness and upon request shared a Tlingit song. Our participants were genuinely excited to meet her.

In reflections at the end of the day, the majority of youth participants shared Alyssa's presentation as their highlight from the eight-hour forum.”

- Mariana Harvey  
*NW Program Manager  
Native Youth  
Leadership  
Alliance*



# SPEAKING TOPICS

## Create a Vision and Be Persistent

Everything we want to achieve in our lives starts with a dream and a vision. At first it may seem out of reach, but if you've been able to dream it up and it's recurring, then that's a sign you feel passionate about it and that it has come to you for a reason. It's important to honor that passion and vision that has come to you and to create a roadmap for how to get there. It's not random that you feel drawn to that vision. It's an honor to be born and it is each of our responsibilities with that gift to utilize the skills and talents we have inside ourselves and use them to make an impact and a difference in our communities and in the world.

I help people think about and honor their visions and create a plan to realize them. I share how this has worked in my life with my dreams.

I talk about the concept of creating roadmap to achieve your goals. Everything I've achieved from acceptance and graduation from Stanford University to being a top

10 finalist at Miss USA started with a vision. From there I took a step back and figured out the steps it would take to achieve my goal. I believe there is always a road map and that I can help others create their own road map to their goals. In this seminar, I help others go through a vision creation process, set goals, and figure out the steps they need to take to get there. I help them work through the limiting beliefs that are holding them back and share with them the power of positive thought as well as the effectiveness of making it clear to those around you what you are working on achieving so that they can help you by holding you accountable. Finally I encourage them to ignore the "noise," which is people telling you that your dreams aren't possible. The more energy and momentum you have going towards the path of achieving your goals, the more you will be challenged and experience naysayers and self-doubt. I've learned those are good signs that I am getting closer to my goal, so always ignore the noise.

## Identity and Race

As a Tlingit woman who also has European heritage I found it difficult to be accepted because Native people thought I was white, and white people would always ask me to prove my Native-ness and ask my blood quantum. By sharing my story about how I've overcome my feelings of "where do I belong," I help others feel more secure and confident with their identity -all parts of it- and provide encouragement to not let other people challenge them for who they are.

Becoming the first Tlingit Miss Alaska USA, being appointed by my tribe as cultural ambassador and then wearing the Killerwhale gown at Miss USA helped me overcome my insecurities with my mixed heritage. As a result of really "owning" who I am, I was accepted by my tribe and the larger Native American community as a result.

The lesson from this is that if you're confident about your identity, other people will not challenge you, and instead, accept you and your identity. Plus it's an example of how powerful it is to bring your culture into your endeavors. You can make a positive impact on many other people when you really own who you are because they can identify with your story.

# WORKSHOPS

## Everything is learned... even confidence and communication

The skills of confidence, poise, being positive and not afraid of public speaking are all learned skills. Therefore, I help others improve their skills in these areas this interactive workshop. In doing so, I share tools that I've learned from classes at Stanford, trainings I received as an employee at Microsoft, and from the extensive coaching I've received from pageant and runway coaches. What I teach in this workshop can be repeatedly utilized to help with success in school, work, and any pursuit, after all these are fundamental skills that can help a person in any field and area of life.

I also demonstrate body language strategies that help you speak well and that public speaking is quite simply an opportunity to have a conversation with an audience. I have the group practice different body language approaches while speaking. They begin to see how different postures help to demonstrate their confidence visually and in their voice.

To provide examples I show clips of different people speaking to point out the good parts and the areas of improvement. I also show clips of me speaking to communicate what I have found works and what doesn't.

I share approaches for building confidence and self-esteem and how it is a continuous process, and something we have control over improving about ourselves.

The main takeaway is that when it comes to communicating effectively, demonstrating confidence is key to being successful. A reason is because it really helps people take us seriously if we convey that we know what we are doing and know what we are talking about. After this workshop participants will feel more equipped to communicate and present in large and small groups, and feel in charge of building their confidence.

## Know Your Worth

*(typically a young female audience)*

As young women we are trying to figure out how we want to behave and portray ourselves to the world. From how we walk, talk, text and even behave and portray ourselves on social media influences how other people perceive us and that impacts our own self worth. How high or low that we think of ourselves influences how other people believe they can treat us. In other words, we receive back what we put out into the world. Notice that you are a reflection of the 5 people you spend the most time with, and how well your significant other (boyfriend) treats you is a reflection of how you feel you deserve to be treated. The better you think of yourself, the better other people will treat you. I talk with young women about how they can build their confidence and how their confidence level and own beliefs about their worth is often reflected back in how others will treat them (especially by men). I share stories of common work and school scenarios where standing your ground and being clear on your values helps you navigate interpersonal dynamics, which helps you be more successful personally and professionally.



## Communicate your Story and Be Remembered

How we talk about who we are is really important. People tend to only be able to remember 2-3 things about us at a time, so all our messaging must tie back to our overall story and remain consistent. Whether applying for school, a job, or selling your products, being able to tell your story helps you to be successful. That's why in this workshop I'll help you craft your story and communicate it effectively in verbal, written and digital communications.

The key points of your personal story need to be repeated across all your channels from your social media, to your website, to your brochures. What helps your story land best is when it is authentic, consistent, and conversational so that it feels personal to the other person.

## Health and Wellness of the Mind and Body

Being successful personally and professionally starts with taking care of your mind and your body.

In this workshop, I share my fitness journey and the preparations that I underwent for my swimsuit performance at Miss USA. I also talk about my continued choice to live a healthy and active lifestyle, and why I think this has helped me be successful in other areas of my life.

I explain, show or engage the audience in workout routines that can be followed to meet certain fitness goals and I encourage persistence and a daily commitment to moving our bodies. I also share why it's important we take care of not only our body, but also our mind. I teach mindfulness, basic meditation techniques, and yoga movements. I also talk about nutrition, and show examples of healthy portions and meals, and discuss why it's important to be mindful of what we eat and how we fuel our bodies. After all, we are what we eat, what we do and what we think.



## Self-presentation Matters

We have all heard the phrase, “Dress for the job you want.” There is a lot of truth in that, and not just for jobs. How we dress affects the energy we give off when we enter the room because it communicates to other people quite a bit about who we are. Along the lines of being clear on your personal narrative and remembering to tie your communications back to 2-3 points you want people to remember about you, how you dress also needs to tie into this in order to remain congruent with that overall story. In addition, the body language (eye contact, calm mannerisms) and self-care (hygiene, exercise, nutrition, mindset) all come together to give other people a clear picture of who you are and your values. I help people realize the importance of investing in their self-care and how even having a few statement and high quality wardrobe pieces for occasions where people are getting to know you, will help your overall self-presentation.



Alyssa came to Chief Leschi Schools to share her path to success with our students. She had genuine interactions with students on a very personal level. She was also able to hold the attention of large groups while delivering her important message of embracing who you are. Her attentiveness, wholehearted caring, and positive message has left a deep impact.”

- Curtis Patching  
*Lodge Leader (Principal)*  
*Chief Leschi Schools*

## Success Under Stress

I've learned how to cope with and manage stressful situations and want to help you maneuver them as well. The skills I'll share for coping were picked up from not only observing and talking with others, but then practicing their effectiveness in situations like walking in a bikini in front of a live viewing audience of 3 million people, to performing in collegiate sporting events, to taking high stakes tests and college entrance exams, to delivering presentations and speeches in front of thousands. In this workshop, I share the breathing and mindset techniques that have allowed me to remain calm under stress. There is a way you can still acknowledge those feelings, but have enough experience and practice behind you that will still allow you to perform with poise and calm in an otherwise high pressure and stressful situation. You'll leave feeling like you can handle anything that comes your way!



[alysalondon.com](http://alysalondon.com)



@alysaklondon