



Alana Kirk

*Speaker, Life and Leadership Coach,
Author*



Alana Kirk is a sought-after speaker, life & leadership coach, and bestselling author, known for delivering sharp, human, and highly engaging talks on modern work, midlife, leadership, and women's lives under pressure.

A compelling storyteller with a background in senior leadership, Alana spent over a decade shaping national conversations as Deputy Director of UNICEF Ireland and Director of Fundraising & Communications at Barnardos, she brings deep expertise in influence, culture, and change.

Today, she brings that experience to stages across Ireland and beyond. Alana has spoken at national conferences and large-scale events, including the National Menopause Summit, National Women's Enterprise Day, and Wellfest, and has delivered keynote talks, panels, and workshops for organisations such as AIB Life, Presidio, LinkedIn, and leading business networks.

Her work sits at the intersection of leadership, wellbeing, and identity, helping organisations better understand the invisible pressures shaping performance, decision-making, and engagement for women navigating modern life. Alana is the bestselling author of *The Sandwich Years: A Memoir of Love, Loss & Dirty Dishes* and *Midlife, Redefined: Better, Bolder, Brighter*, and is a trusted media voice across Irish and UK media. She has appeared on BBC Radio 4's *Woman's Hour*, RTÉ Radio 1 *Brendan O'Connor and Drivetime*, *Newstalk*, and *The Tommy Tiernan Show*, and is a regular guest on leading podcasts including *Ready to Be Real* and *Alive & Kicking*.

Known for her warmth, clarity, and no-nonsense insight, Alana delivers talks that are relatable, thought-provoking, and immediately useful, leaving audiences clearer, lighter, and ready to think differently about how they live and work.

Core Topics

Ageing Powerfully - Redefining midlife and empowered living

This is not a talk about ageing gracefully. It's a powerful reframe of midlife (now a decades long stage of life) and why so many women arrive here exhausted, overwhelmed and questioning themselves, despite doing everything right. I place women's experiences in social and cultural context (hint: it's not you), and introduce practical tools to help women protect their energy, regain clarity and move forward with confidence. At the heart of this session is a vital shift - from caring endlessly for others to learning how to mentally, emotionally and practically self-support.

Why Self-Limiting Beliefs Can Hold Women Back - The invisible filters shaping confidence, voice & leadership

Many of the beliefs holding women back don't feel limiting - they feel responsible, polite or professional. This session explores the invisible filters women have been socialised to see the world through, and how these shape confidence, boundaries, ambition and leadership presence. With warmth and clarity, I help audiences recognise these patterns and build self-trust, authority and voice - without becoming someone they're not.

The Overwhelm Breakthrough Session - From constant survival mode to continual self-support

This is not another self-care talk. Women were trained to care externally - to notice, manage and carry everything around them. In this session, I show them how to self-support instead. Using my Quadrant of Chaos framework, I unpack the real causes of overwhelm - the practical overwhelm, mental overload, emotional over-responsibility, and the overbearing messaging and ingrained expectations - to provide a proactive, ongoing process for reducing pressure and restoring clarity.

Participants leave feeling lighter, clearer and more in control with a framework to manage their own bespoke situation

The Juggle Tax - Why women are carrying more, and what it's costing them (and your business)

Alongside their paid roles, many women continue to carry the bulk of unpaid household work, emotional labour and mental load. This hidden reality comes at a cost - to wellbeing, confidence, progression and retention. This talk names the Juggle Tax, links the household work gap to workplace outcomes, and offers practical strategies women can use to support themselves alongside insights organisations can act on to better support and retain talent.

The Business of Your Story - Why business women's stories matter, and how to use yours with power

In a noisy world, visibility isn't about shouting louder - it's about being felt. For women in business, storytelling is a powerful tool for credibility, connection and confidence. This talk helps women stop editing themselves, step out of comparison, and use their lived experience as a strategic strength.

Niche topics

The sandwich years - caught in the care-compression of young children and elderly parents is increasingly common. Based on my first book, this helps women learn in the midst of child-care and parent-care how not to lose sight of self-care.

Parenting adults - the parenting that sets you free! We are taught how to raise children, yet we really need to learn how to raise adults. Using case studies and practical tools, I can explore the shifting care model, essential boundaries, and how to intentionally create the adult relationships ahead.

Divorcing well, and starting again - how to navigate the end of a marriage, what steps to form a functioning family and how to build a better future.

Empty nest to full life - after raising a family, this is now time to refresh yourself. But it can be daunting. This talk / workshop on what's next is full of guidance, motivation and inspiration on how to launch into the next, exciting stage of your life.