

No One's Shiny New Toy:

Reclaiming Your Worth in a World Shaped by Generational Trauma



At some point, many women learned—often without realizing it—that their value was something to be earned, proven, or performed.

In this powerful and deeply relatable talk, Jessica King explores how generational trauma and inherited beliefs quietly shape the way women show up in the workplace—impacting confidence, boundaries, leadership, and self-worth.

Blending professional insight with real-life perspective, Jessica challenges the invisible patterns that keep women overextending, overperforming, and undervaluing themselves—patterns often rooted in early experiences and reinforced by societal expectations placed on women long before they ever entered the workplace. Patterns that get them trapped in toxic environments.

More importantly, she offers a path forward—one grounded in awareness, clarity, and reclaiming a sense of worth that was never meant to be conditional.

This is not just a conversation about work. **It's a conversation about identity, conditioning, and the freedom that comes from finally understanding yourself.**

Audiences will walk away with a deeper understanding of how inherited beliefs shape their professional identity—and the clarity to begin showing up differently.

Jessica King is a licensed social worker, entrepreneur, and founder of ElderCARE Collaborative.

Her career spans healthcare, leadership, insurance and financial services, where she was hand-selected and being developed to succeed the owner of a financial advising agency.

Then, in a single moment, everything shifted.

A comment—seemingly small, but deeply revealing—forced Jessica to confront the subtle ways women are undervalued and conditioned to tolerate it. What once felt like opportunity no longer felt aligned.

That moment didn't just change her career—it clarified her voice.

Today, Jessica is known for her ability to translate complex emotional experiences into clear, actionable insight, **empowering women to reclaim a sense of worth that was never meant to be conditional.**