AVRIL COPELAND

Keynote Speaker

Self-Efficacy. Adaptation. The Capability Built in the Doing.

Founder of Innerstrength Health, acquired by Uniphar PLC. Healthcare entrepreneur, chartered physiotherapist, advisor and speaker at the intersection of healthcare, technology and human experience.

PROFILE

Avril Copeland is a founder, advisor and speaker, based in Dublin.

She founded and led Innerstrength Health for a decade, building a digital health company that was acquired by Uniphar PLC in 2020. After the acquisition she continued within Uniphar's Product Access division, supporting the integration of digital capability across a global organisation. Today she serves as Entrepreneur in Residence at the Royal College of Surgeons in Ireland and advises digital health startups.

Alongside founding a company, Avril captained the Irish U21 hockey team, raced multiple Adventure Racing World Championships and became a mother on her own. She is also a founding committee member of Pieta House's Darkness Into Light. None of it happened because she felt ready, and the pattern across all of it is what she now speaks about.

SIGNATURE KEYNOTE

The Long Game

On Self-Efficacy, Adaptation, and the Readiness That Builds in the Doing

Most leadership advice tells you to find your confidence first, then act. Avril spent twenty five years learning the opposite is true. Self-efficacy is not a personality trait. It is not a prerequisite. It is built in the doing, by people who started before they felt ready.

This keynote draws on five arenas (sport, the music industry, founding a healthcare company, Adventure Racing World Championships, and becoming a mother on her own) to show how capability is actually built. It is grounded, reflective, and practical, with specific takeaways for leaders whose teams are being asked to navigate rapid change. Particularly relevant for organisations whose people are navigating AI adoption, workforce transition, and other reshaping forces.

This keynote explores:

- How self-efficacy is actually built, and why it isn't a personality trait
- Starting before you feel ready, and why this is how it works in every domain
- Leading teams through change they didn't plan for
- What founders, athletes and patients have in common
- Why "find your confidence first" is the wrong advice for the current moment

Ideal for: Corporate leadership conferences, women's leadership summits, healthcare and innovation forums, founder events, and organisations navigating significant change.

BACKGROUND

- Founder, Innerstrength Health (acquired by Uniphar PLC, 2020)
- Entrepreneur in Residence, Royal College of Surgeons in Ireland
- Chartered Physiotherapist, RCSI
- BSc Exercise Science, Belmont University (Nashville)

- Multiple Adventure Racing World Championships
- Captained Ireland U21 Hockey (also represented Ireland at U18)
- Founding Committee Member, Pieta House Darkness Into Light

BOOKING

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