



Morra Aarons-Mele: Building Your Online Brand: Owning Your Name, Niche, and Look

For women of any age, becoming social network savvy isn't just about connecting with friends; it's about creating and maintaining the critical connections that can help professional establish your expertise and create the career and life you want. A strong online brand gives you flexibility and credibility. You can negotiate more strongly, find great mentors, and take more risks. Even as you may move in and out of the formal workforce as you raise a family, care for loved ones, and deal with any of the myriad of issues that can disrupt your climb up the career ladder, your digital brand stays with you and provides a place to forge connections with thought leaders in your field and stay abreast of current trends. It is a crucial piece of your credibility as a professional and as a leader.

Deb Kennedy: The Next 90 Days: Planning to Advance Personally and Professionally

All of us have multi-faceted lives. We want to balance the personal with the professional and we want to move forward in careers. With a never-ending list of opportunities and tasks that need to be addressed, how can we shape our activities to set short and long-term goals that are attainable and develop a meaningful roadmap to move ahead? This session will provide ways to think about getting things done – both personally and professionally – and tools to use to quickly sift and sort priorities. Together we will look at how to work from desired objectives to actionable tactical and program plans – how to quantify and support planned efforts. In a group exercise, participants will take a quick look back at the past 90 days, evaluate ideas and identify the key things that they may be able to implement within the next 90 days. We will also address how to 'manage up' with this information by effectively communicating intentions and actions.

Judy Shen-Filerman: Connecting and Leading with Your Best Self

Each one of us leads everyday (regardless of the position or title). Leadership encompasses our outward actions and reflects how we think and feel. When we are at our "Best Self", we engage with others in a way produces positive outcomes. We connect well and bring out the best in others, including those who may be quite different from ourselves (in terms of work function, culture, gender, ethnicity and personality). We seek points of commonality, we seek to understand others' perspectives and in so doing, we create solutions that are breakthrough, innovative and effective. Each of us has a "Best Self," the part of us that honors our deepest values, embraces our unique talents and dares to shine in the crowd. It's always there. But



with everyday demands, stresses and self-doubt, the Best Self can take a back seat and we become reactive and feel out of control. This workshop is intended to remind you of the unique skills and assets that you bring to your work every day. You will recall your most gratifying moments, highlight your unique talents and delineate attitudes and behaviors that enabled you to lead others with personal authenticity and professional productivity. You'll leave with your Best Self Identity Statement, to guide you and remind you to lead, as the best you, in your workplace.

Bonnie Marcus: Strategic Networking: Building and Leveraging Critical Workplace Relationships for Career Advancement

Women today are more prepared than ever to “gear up” and advance their careers. We have the education and technical skills to succeed. But great careers are not built in a vacuum and we also need relational skills to navigate the workplace successfully.

In this interactive presentation, Bonnie gives a structured approach to building and leveraging relationships for career advancement. Her step by step process guides the audience to effectively build allies and bridges across the organization, identify a power network to help them reach their goals, and create a dynamic plan to consistently and clearly communicate with their contacts for increased visibility and credibility.

Don Khoury: Connecting Through Non-Verbal Communication

Don Khoury knows what makes people tick. An expert in non-verbal communication, he specializes in working one-on-one with companies, politicians, and business leaders to develop a variety of key skills, including non-verbal communication, body language and leadership skills. Ultimately, Don's No. 1 goal is to emphasize the best practices in communicating. Over the past several years, Don has worked with private clients developing non-verbal communication, team building and strategic planning, and peer leadership programs for such clients as the Bank of Nova Scotia and Royal LePage. A successful sales professional earlier in his career, Don was named to the President's Club at Xerox Canada. After 10 years of profound studies, Don Khoury found out that non-verbal communication not only determined our purchase pattern or ability to close the sale, but it also affected enormously our voting decisions. Soon after, Don developed a cutting-edge method using a secret algorithm to predict elections with 95% accuracy. To refine how people are communicating with one another and to manage the communication, Don also created a series of presentations on non-verbal communication. He

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points out that non-verbal communication isn't about control; it's about knowing where you are in the communication and moving it to a win-win situation.

Ali Farquhar: Difficult Conversations

If relationships are made one conversation at a time then perhaps that's why we fear difficult conversations so much – for the impact they may have on trust, harmony, and good relations. At home and at work, tough conversations sap our energy. After each emotionally-laden interchange we come away wondering why we got so triggered and then replay the transaction over and over in our heads, wishing it had somehow gone better. It's bad enough when family is involved: spouses, in-laws, siblings, and teenage children all come as a package deal with uncomfortable conversations. At work, though, there's the additional pressure to remain calm and professional while the same kinds of hot emotions are flowing through our veins. So what's to be done? This interactive workshop on difficult conversations will help you understand what makes certain kinds of conversation hard for you and also how to become more skilled at managing your thinking, your emotions, and your language to bring about better outcomes.