

LEVERAGE YOUR PERSONAL POWER: BUILDING YOUR BRAND WITH BETTER BUZZ

Join SWE-NY on Thursday, November 12

for an exciting, interactive workshop with speakers

Hilary Pearl and Laura Daley

This interactive two-hour workshop will help you:

- ✓ Gain insight into the image you communicate to others
- ✓ Create a personal brand to enhance your visibility within your organization
- ✓ Practice projecting the unique value that you offer
- ✓ Develop a strategy on how to create a positive buzz by managing perceptions of others
- ✓ Acquire tips on how to use physical stature, tone and energy to enhance your executive presence

Hilary and Laura's workshops are research-based and designed to provide you with individualized feedback and time to learn from others in a highly active and safe setting. You will learn practical techniques that you can apply back in your work environment. Learning to communicate your unique value is critical during these high-pressured, leaner times.

Thursday, November 12

Dinner/Networking: 6:00pm – 6:15pm

Seminar/Workshop: 6:15pm – 8:00pm

RSVP by Monday, November 9

Students: \$5

SWE-NY Members: \$10

Non-Members: \$15



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**375 Hudson Street 12th Floor
New York, NY 10014**

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Hilary Pearl

Founding Partner

Pearl Associates, LLC

- Hilary Pearl is an executive coach and organizational consultant who helps clients across industries address human resource challenges with practical, business-focused solutions. With an MBA from Harvard Business School, an MS in Communications from Boston University, and more than 10 years in human resources at Pepsi-Cola Company, she brings a unique blend of expertise in communications, business, and human resources to help executives improve their management and leadership skills and the bottom-line.
- Examples include:
 - At a \$2 billion publishing and entertainment company she developed a pioneering human resources planning process that identified high potentials, bench gaps, and organizational changes needed to adapt to change and drive the business.
 - She created and executed a high-potential development planning process that led to both career and development plans for those with reach to key positions.
 - In a \$10 billion dollar consumer goods company, she fed back 360 degree customized feedback to 50 overseas executives from diverse international backgrounds as part of an organization-wide change effort to drive managerial effectiveness.
- Hilary and Laura together conduct a series of workshops on critical topics for effective leadership in the workplace.

Laura Daley

Founding Partner

Insight Learning Partners

- Laura Daley is an author, executive coach and meeting facilitator. She specializes in how to give developmental feedback so the individual can utilize and act on the feedback in his or her own work environment.
- Laura has 22 years of experience in the design, delivery and facilitation of skill development training programs and 7 years practical management experience in the financial services industry. Laura's expertise in experiential learning includes communication skills, presentation skills, sales and service skills, team building, facilitation skills, coaching skills, meeting management, problem solving, sales management, negotiation, networking and trainer training skills.
- Laura's clients include American Express, Belo Broadcast, Bayer Pharmaceuticals, Coca-Cola, Credit Suisse, Escada, Goldman Sachs, HBO, Bank of NY, NBC, Novartis, NYSE, Pfizer Pharmaceutical, Prudential, Proctor and Gamble, Scholastic, Simon & Schuster, TIAA-CREF, The Red Cross, Sylvan Learning Centers, Wall Street Journal and Washington Mutual Bank.
- She is the co-author of the book, "**Talk your way to the Top**", published by McGraw-Hill in 2003. It has since been translated into five languages.



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