

# Betsy Myers LEADERSHIP

Betsy Myers is a speaker and author who is dedicated to working with organizations and individuals to help shape the next generation of leaders.

She continues to be one of the country's leading speakers on the subject of leadership development. In her new book, *Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*, released September 2011, her principles are rooted in authentic leadership that Ms. Myers credits from the last decade in academia and public service. Over the last few years, she has crisscrossed the country and traveled abroad to speak on topics of leadership, and currently serves as Founding Director of the Center for Women & Business at Bentley University.

Prior to her appointment at Bentley, Betsy was President Obama's Chief Operating Officer during the Obama for America campaign. In addition, she held the title of Executive Director for the Center of Public Leadership at Harvard's Kennedy School of Government and Director of the White House Office of Women's Initiatives and Outreach during the Clinton Administration. (see full bio at [www.betsymyers.com](http://www.betsymyers.com)).

Speaking on various topics such as leadership, career development, teamwork, women's issues, and diversity, Betsy has inspired hundreds of audiences ranging in size from groups of 10 to over 750 people. The presentations she delivers range from *Authentic Leadership* and *Leadership Creates a Feeling* to discussing work-life balance. Betsy has worked with senior leaders and teams at companies including: DuPont, Procter & Gamble, MetLife, Southwest Airlines, PricewaterhouseCoopers, Farmers Insurance, and Johnson & Johnson, as well as organizations ranging from Young Presidents' Organization (YPO) to Elliott Masie's "Learning 2010."

Betsy's presentations show her audience an effective process that unlocks human potential and maximizes productivity. As an attendee or listener, you will take a personal journey, as well as walk away with several examples on how to help colleagues and team members develop long-term vision while feeling valued.

***Betsy speaks on a range of topics, including:***



Betsy Myers

## **Leadership Creates a Feeling**

Research and statistics indicate that as many as one in two American workers feel disconnected in their workplace. This accounts for \$350 billion of lost productivity each year. At the same time, American companies spend millions a year on leadership development programs. Betsy challenges us by asking, "Are we teaching the right practices to our future leaders?" Her current book, which was released September 2011, describes an often counterintuitive view of leadership. When people "feel" valued, supported, appreciated, included, and understood, they are inspired to do their best work. The job of any leader is to bring out the productive feelings of their people. Betsy describes seven principles that serve as a road map for any leader who aspires to bring out the best in their people. This is not just the right thing to do, but is a proven strategy to profitability and success.



## **Authentic Leadership and the Leader in You**

The leader in each of us is realized the moment we say, "This is the real me." What is the pearl that each of us is adding to the world and how do we identify that special quality? During the past 50 years, leadership scholars have conducted more than 1,000 studies to determine definitive styles, characteristics, or personality traits of the ideal leader. None have produced a clear profile or consistent skills, traits, or styles that led to success, rather; leadership emerged from our life stories. Authenticity is an understanding of our personal story and what gives us meaning in our lives. We trust leaders who are authentic and not trying to be someone else. In this session, Betsy will take listeners through the journey of authentic leadership, what it looks like for each of us, and how we can help others around us live their most authentic life.

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## **Women and Leadership**

In this provocative presentation, Betsy discusses important research and thinking around women in leadership. She explores the history of the movement for equality and shares insights gleaned from her work with Gloria Steinem, Betty Friedan, and Bella Abzug. Tracing her own career path from the work she is currently doing at the Center for Women & Business at Bentley University to her roles in the Clinton Administration, the Harvard Kennedy School Center for Public Leadership, and the Obama Presidential Campaign, Betsy brings perspective from her experiences as a successful female leader. She helps audiences understand what it will take to continue closing the confidence gap, how to confront the balance question, (“Is it really possible?”), the different leadership styles of men and women, and leadership necessary for the next generation of women.

## **The New Paradigm of Leadership**

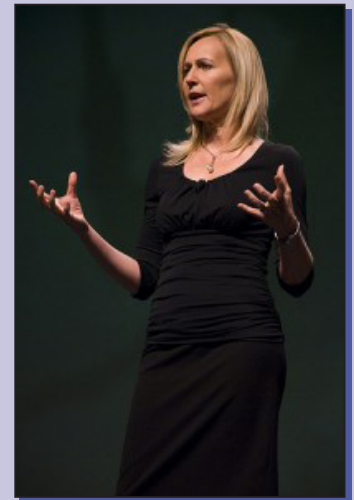
Change is all around us and today’s leaders are confronted with a changing workforce. The command-and-control leadership style that worked in the past does not work today. In 2008, 70% of new entrants to the workplace were women and minorities. This changing workforce also includes generational differences, technology, global relationships, and women’s roles. Betsy will discuss the important leadership skills needed for 2011 and into the next decade while emphasizing diversity in the workplace.

## **Rethinking and Reshaping Your Personal Leadership Agenda**

Betsy explores the fundamental leadership skills of personal and interpersonal leadership development. She believes the hardest person you will ever manage is yourself. In this presentation, Betsy uncovers the key tools to use while thinking about and exploring personal leadership effectiveness. Her remarks focus on personal authenticity, how to seek out and understand your personal and organizational effectiveness, developing a personal advisory board, establishing critical listening skills, and the importance of appreciating and acknowledging yourself and your team.

## **Leadership Round-Up**

There is a new leadership model that is changing the field of leadership. Leading with love and putting your people first is quickly becoming a mantra of successful companies such as Southwest Airlines, T.J. Maxx, and Chick-fil-A. This keynote will focus on the new leadership model needed for a changing workplace that includes multi-generations, minorities, women and takes into account the diversity of our times. It is not just the right thing to do but it is also profitable.



**Note:** Speaker fees are based on a number of factors including: speaker schedule, speaker demand, length of presentation, location of event, and other factors.

To discuss Betsy’s availability, please contact **Janine Werkman** at [janine@betsymyers.com](mailto:janine@betsymyers.com).