

Dedicated to a New Kind of Leadership

U.S. and Worldwide

A leadership expert, author and consultant, **Betsy Myers** is speaking at conferences and workshops around the world on the changing nature of leadership. Her book, *Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*, continues to be the basis of her work as her experience spans the corporate, political and higher education arena. Most recently, Betsy was Founding Director of the Center for Women and Business at Bentley University in Waltham, MA. As Executive Director of the Center for Public Leadership at Harvard's Kennedy School of Government, she focused the center's teachings and research around personal leadership.

A senior adviser to two U.S. Presidents, Betsy served as President Clinton's Advisor on Women's Issues and was the Chief Operating Officer of President Obama's 2008 National Presidential Campaign.



Speaking, consulting, and convening workshops on various topics such as leadership, career development, women's issues, and diversity, Betsy has inspired hundreds of audiences and worked with corporations and organizations ranging in size from groups of 10 to over 15,000 people. The presentations she delivers range from themes such as *Authentic Leadership*, *the New Paradigm of Leadership*, *How Leadership Creates a Feeling*, and *Engaging Men in Partnership to Advance Women*.

Betsy's Speaking Topics include:

The Leader in You -- How to Be Your Authentic Self While Also Being Strategic to Get Results

So many people have a difficult time accepting the realities of their workplace today. The driving theme of this speech is that it's irrelevant whether you like a boss, colleague, constituent, or donor. What is relevant, however, is navigating every situation to achieve the best possible outcome while preserving your integrity. This is the only way to prosper in your company or organization. It all starts with you. True leadership is when you step into who you really are, when you discover, understand and embrace your own personal story. In addition to being your true self, successful leadership is also learning about the people around you and what they need. This combination enables leaders to create an environment and culture in which people offer their best selves to a team, partnership, or relationship in order to achieve desired results. This speech will share strategies and best practices that will help you become an authentic leader

who establishes meaningful relationships in order to drive your career forward.

Leadership Creates a Feeling -- How to Create a Modern Workforce for the 21st Century

Every company today is grappling with a staggering statistic -- 50-70% of American workers are disengaged in the workplace. Clearly, the old masculine model of command-and-control leadership is no longer effective in this new environment; so a new leadership model must take hold in order to recruit and retain vital and vibrant talent at all levels of the organization. Indeed, as this speech explains, leaders today must be conscious about their behavior and its impact on others. More specifically, they must be self-reflective and try to understand their strengths and weaknesses. In addition, they must ask questions, not just provide answers, in order to build relationships and facilitate teamwork and collaboration. And, finally, they must bring out the most productive feelings in the people around them. When people feel valued, supported, appreciated, and understood, they do their best work. Based on Betsy Myers' book, *Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*, this speech will explain what leaders must do differently and better if they want a workforce that is both happy and profit-driven.

Engaging Men – The Way Forward for Women in Business

Women currently hold just 10%-15% of the senior leadership (C-Suite) positions in corporate America, even though they hold 50% of the middle-management positions. Part of the reason for this disparity is that gender efforts inside most companies have traditionally been a series of discussions, classes and conferences in which women talk to women; or when senior C-suite leaders, with the best of intentions, come away believing that these programs, plus periodic face-time, is sufficient. The good news is that most CEOs no longer ask *why* they should include and advance women in their organizations. But, they still don't fully understand *how* to do this. An important action step is including men in the conversation. Research shows that if men, the most powerful stakeholder group in most organizations, support and mentor women it can make a tremendous difference in female retention and advancement. This speech makes that case and shows how to establish trust-based professional relationships between men and women that will lead us to a gender progress that has been elusive for so many years.

Traits of Resilient Leaders: How to Navigate an Uncertain and Disruptive World

Each C-Level executive is tested at one point in his or her career by a failure, disappointment, loss, setback, or betrayal. And, the difference between good and great organizational leaders is how resilient they are, how they deal with, and even embrace, these unexpected changes. Indeed, our failures are the roadmap to understanding our true selves; life and leadership is never a straight line but, instead, a curvy road with obstacles that challenge and stretch us. This speech

will offer a host of critical strategies that will help leaders navigate under duress -
- how to think about failure differently; how failure builds our resiliency muscle;
how to deal with crisis in the middle of the storm; how resilience is our path for
discovering and aligning with our life's purpose and passion; and how, in the face
of our greatest pain, we discover our true character. The ultimate goal of the
speech is to help leaders emerge stronger after the most disheartening situations.

Connected Leadership: What Corporate Executives Can Learn From Donald Trump's Presidential Victory

One of the biggest problems in companies today -- big and small -- is that organizational leaders lose touch with their employees. The results are painful and serious. The workforce drifts and becomes disengaged and distracted, and the business ultimately suffers. Donald Trump understood this during the 2016 Presidential election, and he won voters over because he connected with their real feelings and concerns. This speech will explain how corporate executives and managers can follow suit and authentically connect with their teams at every level of the organization so that employees feel seen, and heard. This is the only way to gain the trust, hearts, and minds of people in the workplace today. The speech will also offer proven strategies that help leaders become truly present for everyone who contributes to the top and bottom line.

**Any of keynote topics above can be expanded to a 2-4 hour workshop.*