



PROGRAM DESCRIPTIONS

FOR EVENT PROMOTION

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YOU'VE 7 SECONDS. MAKE THEM COUNT.

People we meet make quick decisions about us. Should they hire us? Trust us? Buy something from us? It takes a blink of an eye, and like it or not, you are going to be judged. Wouldn't you want to limit the risk of wrong assumptions about you?

In business, first impressions are essential to building relationships with peers, bosses, stakeholders, or customers. They will set the tone for the entire experience, and the relationship with your brand will depend on them. The good thing is that this impression is something you can control. As soon as you recognize what your first impression actually says about you in the workplace, in business, or in life, it becomes easier to manage it in your favor while remaining true to yourself.

During this interactive, fun, and informative presentation, you will uncover what your first impression says about you and how it influences the decision-making process of others. You will experience up close and personal how people's unconscious biases affect their judgments and either lead to wrong assumptions about you, or can create opportunities for you.

THE IMAGE OF LEADERSHIP

The most successful leaders make an unforgettable first and lasting impression. They immediately reveal who they are, what and who they represent, and how they serve the organization they work for. They influence the message they send to others by displaying a strong leadership presence and being mindful of their own and their company's reputation. They understand that an outstanding reputation has higher chances of remaining stable amidst the chaos of real-time assumptions.

How are you perceived at work? What does your first impression reveal about you and your leadership capabilities? Are you using your professional brand and image to its full potential? Have you ever even thought about it?

The good thing is that the way you are perceived and how you represent yourself and your organization is something you can control.

During this interactive, fun, and informative presentation, you will uncover what your first impression says about you and how it influences your leadership reputation.

MAKE ME FEEL IMPORTANT!

As a customer, nothing feels more crucial than being heard, understood, and cared for. It's one of those things that we all say we want as customers: to feel valued and important. But what does that really mean, and how do you deliver this experience?

The key to making your customers feel this way is to make every interaction count. From the moment they first hear about you, your product or service to the point of purchase and beyond, you need to differentiate your brand by constantly going the extra mile.

Every interaction along this journey is an opportunity for you to delight, amaze and impress your customers. Only if you take the time to understand that you play the most critical role in the customer's journey will you be able to create this one-of-a-kind customer journey.

During this insightful and thought-provoking presentation, you will learn what your customers want, need, and expect at every touchpoint along the journey. You will walk away with a clear understanding how your persona can either become a pitfall leading to wrong assumptions or an opportunity to deliver customers an experience they didn't even know they wanted and needed.

DISCOVER YOUR FAIR ADVANTAGE

Let's get personal, shall we? How do you set yourself apart from your peers and competitors? How do you distinguish yourself from the rest of the pack? What exactly makes you unique and stand out? Or, why should people trust you, follow you, buy from or buy into you?

Profound questions that professionals in the workplace should be able to answer instantly. However, we rarely take the time to identify what makes us one of a kind and how we can leverage this fair advantage for our career and the organizations we work for. Nonetheless, a greater sense of self-awareness and self-confidence would allow you to present, act, and communicate authentically and confidently in any situation, whether face-to-face or online.

During this interactive presentation, you will uncover the unique qualities and traits that you individually bring to your workplace and that enable you to excel as a professional. With thought-provoking insights and profound questions, Sylvie will help you discover the intersections of sixteen different factors that cannot be replicated by anyone else and therefore make each of you a "category of one."

PROMOTE YOUR POTENTIAL. BECOME YOUR BEST ADVOCATE.

Many women are wonderful cheerleaders for those they care about, including their children, spouses, friends, and team members, with one exception: themselves. As much as they wish others would notice their natural talents, pinpoint their achievements, and shower them with recognition, the reality is that even women who are great at promoting something or someone else have a hard time doing it for themselves. Does that sound familiar to you?

Keeping silent about your accomplishments and hoping that your work will speak for itself will not get you anywhere. In today's competitive environment, you have to put your modesty aside, work on overcoming any self-doubt or lack of confidence, and acquire the skills necessary to recognize your strengths and talents, to make them visible, heard, and therefore known.

During this interactive, fun, and informative presentation, you will learn to recognize and articulate your value. This boost of confidence will enable you to become more positive, resilient, and risk-taking in the future, resulting in more benefits for you and the organization you are working for.

INVISIBLE PR

Are your stakeholders saying good things, or are they saying bad things about you? Are you representing your organization's values at any given point in time? What is the vibe that you are leaving behind everywhere you go in line with your vision of who you want to be? Does it even matter?

The personal reputation of C-suite members, board of directors, or any top executive in any organization matters a great deal when it comes to the overall reputation of the organization you represent. It is your responsibility to set the tone from the top, to lead by example, and to use your personal brand as an extension of the company's brand.

You have to strike that delicate balance between being humble, grounded, and putting others first while also positioning yourself as a thought-leader and authority in your field. It requires building and defining your brand strategically within the corporate umbrella while executing it when all eyes are on you ... and even when no one is watching. Invisible PR is about being at the forefront and in the background alike, while always having a finger on the pulse of how others are perceiving you as the leader within and beyond your organization.

BREAKOUT SESSIONS

MEETING, WORKING AND LEADING REMOTELY

Remote work isn't going away anytime soon and will continue to grow globally. While it offers incredible opportunities to work and meet with anybody, at any given time, in nearly any place on earth, it also comes with challenges. We all know how frustrating meetings can be. Although we all feel the same about them, we also see that they are essential to the success of any business. Therefore, nowadays, it's crucial to overcome the anxiety that the technology involved is causing, to understand the vast opportunities virtual environments have to offer and to sharpen one's presentation skills onscreen while also preserving a sense of professionalism in a somehow formless environment.

During this interactive breakout session, Sylvie will arm you with the know-how necessary to present and speak with authority at your next virtual meeting or video conference.

DIFFICULT CONVERSATIONS

Whether you have to tell employees they have crossed a line by not dressing according to their company's dress code, make employees aware of their offensive body odor, or tell employees about a discriminatory post on their Facebook profile, these uncomfortable conversations at work are never easy. However, avoiding these conversations can lead to a lack of performance or to disrespect, bullying, harassment, missed opportunities, or financial penalties, which ultimately will have a negative impact on your company and on you.

During this interactive breakout session, you will learn how to prepare for these conversations and practice along with a seven-step guideline and script that helps them communicate issues in a respectful way. You will also gain clarity on when to involve human resources or legal departments by determining the dos and don'ts during these conversations and topics you should not address.

YOUR DIGITAL FOOTPRINT

Did you ever wonder what your digital "YOU" looks like? Not only the digital footprint that you purposefully created and curated over the years. Also the one that is created behind the scenes. Wouldn't you want to meet your digital "YOU?" Many professionals think that they are not the sum total of their google searches, your online purchases, or their social media likes. They are so much more, right? Yes, your online activities shouldn't define you as a person. But increasingly they do. Your online footprint can impact how the world sees and therefore interacts with you, even if you aren't physically around to defend yourself.

During this interactive breakout session, you will learn what your digital footprint reveals about you. You will explore what information has been exposed about you, unconsciously or

Please don't hesitate to reach out at any time if you've questions.

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consciously, and how this digital reputation can impact how others perceive you without ever having a single conversation with you. You will also learn how to advance your footprint online and avoid it may damage your professional and personal reputation.