

WOMEN FOR ECONOMIC AND



LEADERSHIP DEVELOPMENT

2017

WOMEN, LEADERSHIP, and INNOVATION CONFERENCE

Presented by WELD & Otterbein University



Wednesday, June 7th, 2017

Conference: 8:30am - 4:30pm

Optional Networking Reception: 4:45pm - 6:30pm

MID-CAREER LEADER

10:30a-Noon

MID-CAREER LEADER (MC-1B) | BARB GIRSON

The Neuroscience of Conversational Intelligence: Why Words Matter



What if you could learn how to create conversations that foster trust, connection, caring, and candor in your business and personal relationships? Harness the chemistry of language in order to have productive, healthy conversations, even in the most challenging situations! This session provides practical, cutting-edge tools to help you frame and sustain powerful conversations by talking about what really matters. Through a combination of individual exercises, paired activities, and group discussions, you will quickly learn one of the most important leadership skills, how to make every word matter. Attendees will walk away with:

- An introduction to Conversational Intelligence (C-IQ)
- A simple methodology to increase trust building and empowering conversations
- A personal experience of the power from a C-IQ shift
- An understanding of the science behind effective and ineffective conversations
- Engagement and conversational rituals conducive to innovation

BARB GIRSON is CEO and president of *My Sales Tactics*, a professional skill development company. Barb and her team help companies, sales teams, and entrepreneurs gain confidence, get into action, and grow sales by designing and delivering custom training and executive coaching programs.

Girson is a Registered Corporate Coach™ and President of The International Coach Federation—Columbus Charter Chapter. She served on the board of directors as VP of Membership for NAWBO, Columbus where she was recognized as the 2016 MEMBER OF THE YEAR. She volunteers as a mentor, and is an active member of WELD. Girson has also provided contract-coaching, and/or training services to company owners, senior executives, and professionals across numerous industries from Fortune 50/100 Insurance Industries, to Public Services and Private Membership Organization clients.

Girson uses skills that she mastered while building her first company, a multi-million dollar Tupperware business, as well as serving as a corporate National Sales Director—responsible for up to \$40 million in revenue and 20,000 consultants in North America. She has also been featured in *USA Today*, has appeared on *CBS This Morning*, *Fox 28 News/Columbus*, *880AM Radio*; and has been quoted in numerous other national/regional/local publications.

1:15-2:45p

MID-CAREER LEADER (MC-2A) | ADRIENNE NAZON

Crafting Your Leadership Narrative



This session is focused on provoking discourse about leadership norms, philosophies and methodologies. Encouraging participants to think about different facets of leadership and whether focusing on your strengths is more important than on your weaknesses. We will explore the notions of crafting your leadership narrative, cultivating that narrative and adapting the narrative for new roles, new cultures and new workforces. We will also explore leadership style diversity and the implications and tensions for assimilation. The session will be interactive, self-reflective and aspirational.

ADRIENNE NAZON is the Vice President of Marketing and Chief Marketing Officer for The Ohio State University. In this role, Mrs. Nazon is responsible for the comprehensive design and execution of marketing strategies that advance the university's reputation and

drive choice through increased awareness, engagement, conversion and advocacy at the local, national and global level. Prior to her current role, Mrs. Nazon served as the executive director of marketing for the University of Chicago Booth School of Business. Bringing more than two and half decades of experience leading marketing efforts in support of major brands, her background includes B2B and B2C marketing and marketing business information management at both publicly and privately held companies, ranging from a start-up (*Transora.com* - global B2B supply chain marketplace) to several fortune 500 companies (*United Distillers & Vintners/Diageo*), *Quaker Oats/Pepsi*, and *Kraft Foods*). In addition to marketing, she has held leadership roles in information technology, engineering, sales and consulting.

Mrs. Nazon earned her Master of Business Administration from the University of Chicago Booth School of Business and a Bachelor of Science degree in computer systems engineering from Howard University. She was once told she was given a license to "practice" leadership and she has been evolving and adapting as an ongoing concern ever since.

Her other interests include domestic hunger, adult literacy, childhood cancer survivorship and Special Olympics. Adrienne and her husband have three daughters.

