

Keynotes & Workshops

High Content – High Energy - High Value Events Will Inspire, Engage, and Motivate Your Organization

Gerrie Dresser, PCC
CEO/Founder
Executive Coach | Branding & Impact Expert



Led by Gerrie Dresser, internationally recognized executive coach, author, and speaker who is sought after by corporations, conference chairs, professional associations, and women's leadership organizations to deliver high content – high energy - high value keynote presentations, breakout sessions, stimulating panel discussions, interactive and experiential workshops, and motivational retreats.

Unique Impact is known for our Delivery Partnership. The success of any event requires attention to detail and meticulous planning through a collaborative partnership from concept to delivery and follow-up.

Since our goal is to 'exceed expectations', we develop an event plan with milestone deadlines and a design integrated with the overall program plan.

The handout materials outline the concepts and include practical, coaching exercises with specific ACTION steps for follow through on the learning objectives.

Keynotes and Breakout / Workshop Presentations: Branding



“Why Try to Fit In? . . . Stand Out **IN** a Crowd with Your Unique, Distinctive Brand”

Personal branding is an absolute must and critical requirement for all levels of leadership in our dynamic business world. **Why Try to Fit In?** provides the insight and strategies you need to build your personal brand and get recognized as a high impact, strategic, and credible expert who has the capability to impact change and drive innovation.



“Speak To Be Heard!” Key Strategies to Speak Up, Be Assertive AND Be Likeable

- If someone talks over you at a meeting, are you able to effectively redirect and transition the conversation to where you left off?
- When you differ with a person you respect, are you able to speak up for your own viewpoint in an emotion neutral tone?
- Are you able to decline unreasonable requests made by a colleague?

If you answered **NO** or **'It Depends'** to one of these statements, you may be over- or under-using one of 3 communication styles. In **“Speak to Be Heard”**, you'll gain insights to elevate your communication effectiveness, the 3 styles of communication, and 5 concepts that will increase your power and credibility:

Program Content Objectives:

During “Speak to be Heard”, you will increase awareness of the complex factors that impact effective communication and ‘speaking to be heard’, identify areas of overuse and underuse of effective communication behavior and action steps to elevate your communication effectiveness, and commit to take one ACTION to improve your ability to ‘Speak To Be Heard’.



“Be Exceptional! The Power of Brand Storytelling . . . Articulate Your Distinctive Value with Credibility and

There is an art and science to storytelling that taps into the intellect and emotions in a way that engages and entertains the listener or reader. In **Be Exceptional! The Power of Brand Storytelling**, you discover the secrets to inserting more ‘energy’ into your brand-driven resume. When your brand story hits “the sweet spot” of the reader, the effects can be far-reaching and incredible because your story inspires their curiosity to want to know more about YOU . . . your signature capability and distinctive value that only YOU consistently deliver to an organization.



“Leverage Your Distinctive Brand Value . . . Get Involved. Contribute. Give Back!”

The world of personal branding is entering a new age of participation in which your personal brand is shaped by a 24/7 dialogue through multiple touch points.

To create a positive and lasting impression within your network and position yourself as the ‘go-to’ person in your industry, it’s critical that you affect the dialogue by getting involved, contributing, and giving back.

In **Leverage Your Distinctive Brand Value**, you will learn 10 strategies to broaden your sphere of influence through consistent and relevant engagement and pinpoint your top 3 actions to implement immediately.



“Elevate Your Leadership **IMPACT**”

Research reveals a consistent and distinctive sequence of challenges and building blocks for advancement to higher levels of leadership up to the C-suite. Based on 15 years of client successes, 5 proven strategies have emerged to build your solid platform to elevate your visibility, connections, and credibility.

In **Elevate Your Leadership Impact**, you'll align your career vision with your leadership development plan by identifying gaps, key strategies, and behaviors to re-focus your Individual Development Plan on higher impact goals and more effective, ongoing performance conversations with your manager.



“**Power UP** Your Value . . . **Innovate & Execute**”

Organizations that invest in developing their leaders expand their capacity to lead in the marketplace. But leaders often hold back because of uncertainty and fear.

Initiating a strategic proposal to resolve a high impact problem is one of the most effective ways to earn the respect, trust, and confidence as an expert in your field by those around you.

In **Power UP Your Value**, a hands-on clinic / workshop, you identify 7 strategies to gain approval on a significant and measurable initiative with high value to your boss and the organization.

Keynotes and Breakout / Workshop Presentations: Team Branding, Leadership & Engagement



“3 Key Strategies to Lead from WITHIN High Performance Teams”

Teams drive organizational growth and innovation. **High-performance teams** are not only desirable in achieving innovation and speed - they are essential. Yet forming and leading high-performance teams and operating **WITHIN** the team structure and dynamics are the most complex challenges facing leaders at all levels.

In **3 Key Strategies to Lead from WITHIN High-Performance Teams**, you'll gain insight into the secrets to stretch your capabilities and influence your team's productive engagement for higher performance results.



“The Art & Science of Building and Leading High-Performance Teams . . . 10 Key Strategies to Re-Engage & Re-Focus Your People & Organization”

Teams drive organizational growth and innovation. High-performance teams are not only desirable in achieving innovation and speed – they are essential. High-performance teams impact cost savings, increase profitability, enhance productivity and engagement, and ensure satisfied customers.

During **The Art & Science of Building and Leading High-Performance Teams**, you will uncover 10 key strategies to build and lead high performance teams, a high return solution to re-engage and re-focus people and organizations.

From the Executive Suite, Panel Conversations

Courageous Leadership in Challenging Times!

- Do you step out boldly when the outcome is unknown?
- Do you initiate unique, strategic solutions to high impact problems?
- Do you embrace risk as a challenge to overcome and failure as a temporary setback?

Female leaders have distinctive attributes to be uniquely appreciated and leveraged. Many women have different communication styles, negotiating strategies, and risk tolerances compared to their male counterparts.

During this highly interactive roundtable conversation with our panel of executives, who were selected for their significant contribution in mentoring leaders in their respective organizations, will share insights about the advantages and disadvantages of the styles commonly used by women. The panel will discuss differences between how men and women handle similar scenarios, and share examples of how leaders achieved their full potential in the scenarios.

As a result of attending this program, you'll gain new insights and strategies to take courageous and more innovative action while gaining the respect and trust of your peers, internal stakeholders, and senior leadership. You'll learn the value of being assertive and collaborative while integrating political savvy and diplomacy with taking high-return risks.

You will be inspired to . . .

1. Create a more influential image that builds your credibility as a strategic leader.
2. Increase your courage and capacity for risk-taking.
3. Enhance your ability to think and act strategically.
4. Take credit for your achievements with authenticity and credibility.
5. Embrace your personal fear and use as a motivator to take inspired action

Discover Models, Strategies & Insights for Courageous Leaders

Discover models, strategies, and insights from our executive panel to help you advance your leadership, gain visibility for challenging stretch opportunities, and build powerful mentoring relationships.

This highly interactive roundtable conversation with our panel of executives will demonstrate the value of formal and informal mentoring relationships for your ongoing growth and advancement - whether you're a new manager, individual contributor or C-suite executive, and describe three key mentoring models and strategies that you can implement immediately.

The panel will also illustrate how to leverage your strengths and authentic style to facilitate risk taking, even during times of accelerated change and uncertainty, yielding higher performing and more innovative, engaged teams.

As a result, you'll walk away with a strategic direction and road map of actionable steps to gain the experience, recognition, and visibility for more challenging and stretch opportunities through powerful mentoring relationships.

Learning Objectives:

1. Apply the 'Strategic Networking & Mentoring Model' to build a strategic roadmap that harnesses the power of mentoring, elevates your growth and advances your distinctive value.
2. Build your power base by consistently practicing the 'Surround Sound Strategy' to create important connections, cultivate advocacy, and effectively position yourself for change.
3. Discover key strategies to authentically lead change and encourage risk taking that enhances engagement and innovative outcomes.

From the Executive Suite: Influencing Savvy - How To Sell Your Ideas Without Authority

Discover insights to affect positive change without authority, a vital skill for leadership impact. Our panel of executives will share strategies to elevate your personal power and influencing savvy.

One of the most valuable keys to effective leadership today is influence, not authority, according to leadership experts. It is no longer viewed as a 'soft skill', but as one of the three 'hard skills' required to earn respect as a successful leader.

Each of the female executives on our panel team has overcome adversity in selling their ideas through influence. From their ability to build a compelling business case and position their outcome for success from concept to approval, you'll elevate your own 'influencing savvy' whether you're an individual contributor or senior leader.

During this highly interactive roundtable dialogue, you will gain insights and strategies from their most challenging experiences throughout their career life cycle. In addition to outlining critical steps to develop your business case, our distinctive panelists will describe the capabilities they applied to deliver their business case with executive presence.

The handout you will receive at the event, 'Influencing Savvy' is designed for you to outline the specific steps for your own 'Influencing Savvy Action Plan'.

Learning objectives

1. Describe the five key strategies to sell your idea without authority.
2. Identify the two major factors that could derail your proposed business case.
3. Outline seven critical steps to develop a compelling business case and capabilities that will enhance your executive presence during delivery.

Redesign and Advance Your Career ... Even During Adversity

- Do you feel stuck or have you plateaued in your career?
- Are you confused about how to navigate your career, especially in times of adversity?
- Can you envision something bigger for your life ... but hold onto your job for fear of losing it?

In this interactive, panel discussion, you'll discover the building blocks to manage, redesign your career and gain access to real life stories from highly respected women leaders with sage advice, practical tips, and inspiring stories. Whether you're in an external career transition, want to gain recognition or jumpstart your career internally, stay competitive in your current position, or explore new career directions, pivoting your career in today's dynamic business world requires courage and bold action.

Although the pharmaceutical / life sciences industry holds specific challenges because of the widespread changes, perhaps you have more options than you've ever considered. Rather than focusing on external factors, reclaim your power about what's possible to re-engage and re-focus.

As a result of attending this powerful conversation, you'll walk away with creative strategies to re-engage your focus, differentiate yourself, and articulate your value even if you abhor self-promotion.

You'll learn the value of your distinctive leadership persona, your unique contribution that sets you apart, and your inner circle, the key to new opportunities, internally or externally.

Objectives:

- Identify new factors to build your strategic plan and redesign your career strategy for sustainable success.
- Hear from experts on what it takes to reengage yourself and your direct reports or team members.
- Uncover the secrets to leadership advancement by leaping OVER the wall rather than struggling to break down the wall, brick by brick.
- Increase your awareness about how differentiating yourself, articulating your unique impact, and standing out with confidence and authenticity significantly impacts your career.

Testimonials

Inspiring and Energizing

“It’s truly rare, and actually has probably never happened that I’ve gone to an evening presentation and left so energized. Some of us actually stood in front of the building and talked; we planned to see each other next week, and have continued this practice for 2 years. Thanks for the time and the inspiration.” **Marilyn D., Leadership and Organization Development**



Interactive, Relevant Presentations with Thought-Provoking, Actionable Exercises

“Gerrie Dresser has been a featured speaker for both the HBA Greater Philadelphia and HBA Mid-Atlantic chapters and has consistently earned excellent evaluations due to her ability to make her presentations interactive and immediately relevant to the attendee’s professional and personal circumstances.

- She instantly builds rapport with the audience and leads thought-provoking exercises that allow the participants to leave with an action plan to continue working on their personal brand and unique genius.

In addition, I have personally utilized Gerrie’s career coaching services and can provide a real-life testimonial for her expertise, professionalism and coaching skills.”

Betty Michelson, Digital / Business Development Executive
President 2013, HBA Greater Philadelphia Chapter
<https://www.linkedin.com/in/bettymichelson/>



Clear Action for Greater Personal and Professional Success

Gerrie is a gifted and dynamic speaker and her presentation at GPSEG (now Beacon4Life) NJ Chapter moved me to action. What attracted me to her program was the core process of discovering one's values, strengths and passion and then aligning them towards a clear life vision and goals.

Gerrie has proven to be an expert coach and her process has provided me with a clear action plan for greater personal and professional success.

Tim Cathers, MBA, Executive Leader

Operational Improvement & Logistics / Distribution Expert
Managing Director/Founder, Four Star Supply Chain Solutions LLC
US Army, Mobility Warrant Officer - www.linkedin.com/in/timcathers

To book Gerrie Dresser for your next event . . .

At Unique Impact, our goal is to help you achieve the results you envision and exceed your expectations. We measure our success by your success.

CONTACT US: Contact our office directly at **(484) 947-5992** or submit the **Contact Form** on our website to schedule a discovery conversation re: customized, energizing and interactive event for your organization that meets your conference or meeting needs.

I look forward to our collaborative partnership!

To Your GROWTH through Leadership,

Gerrie Dresser, PCC
CEO, Unique Impact Executive Coach,
Branding & Impact Expert
Who helps high achieving leaders
Accelerate GROWTH through Leadership

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