

Keynote Speaking & Programs for Emerging Women Leaders



Amy Franko, Founder & CEO of Impact Instruction Group, is an accomplished business woman, leader, and entrepreneur.

Founded in 2007, Impact Instruction works with large enterprises on blended learning solutions, as well as development initiatives for emerging women leaders. Industries served include financial services, healthcare, retail, automotive, and technology.

Amy has quickly made a name for herself in the realm of women in leadership. She is a nationally recognized speaker, and one of a select few authorized by best-selling author Lois Frankel, Ph.D. (of *Nice Girls Don't Get the Corner Office* fame) to design leadership programs based upon her books.

She can bring that same business acumen, innate leadership, passion, and drive to your organization. Her speeches are very much like conversations, with a training and development touch. Amy has an engaging, humorous, down-to-earth style that draws the audience into the topic at hand. Combine that with her knowledge of training and development, and your audience will not only leave inspired, but with actionable strategies to make change as a result of the time together.

Her topics are ideal for corporations, associations, and private training events. The ideal audience includes emerging leaders, managers and directors new to leadership, and those who want to build their leadership skills and executive presence.

Keynote Topics

Transform Your Leadership Presence

Women in leadership are making an impact every day. We're making our companies more competitive and innovative. We're in the boardroom making key decisions that shape an organization's future. We're in the community, leading non-profits and volunteering our time on issues close to our hearts. We're role models for the next generation of leaders.



Great leaders, regardless of title, inspire others and create results. More than ever, emerging women leaders are needed in the talent pipeline of our companies and communities. One of those emerging women leaders is you. Leadership is a mindset, a presence, and a combination of skills. Including content from the international best-sellers *Nice Girls Don't Get the Corner Office* and *See Jane Lead* by Lois Frankel, Ph.D., this topic covers what women need to shift into high gear when it comes to their leadership presence, with a special focus on what makes women natural leaders and motivates us to step into leadership roles.

Leading Like an Entrepreneur



Entrepreneurs are a different breed. From small startups to big-time companies, they think differently; they look at the world differently. They're often disruptive, and always innovative. They're out to change the world, and the way we do business. We can learn a lot by getting into the mind and heart of the entrepreneur and applying those lessons to our leadership path. Imagine what you and your team can become with an entrepreneurial shot in the arm!

Amy Franko has engaged on exactly that path, and in this topic she shares her story of how she got her start, the highs and lows, the lessons, and specific tips you as a leader can take away to apply to your own life and team.

Programs for Emerging Women Leaders

“Companies with higher numbers of women at senior levels are also companies with better organizational and financial performance.” McKinsey study, *Women Matter*

Identifying and **developing emerging women leaders** in your organization are key components to improving **competitive advantage** and **sustainable performance**. It will also help you reduce the risk of losing your emerging women leadership talent to competitors who are making that critical investment.

How do you make this happen? **Strategic Leadership Excellence for Women.**

It combines **best-selling leadership and communication content with design and delivery from an award-winning training firm.**

Impact Instruction Group has established a unique partnership with international best-selling author Lois Frankel, Ph.D. Through this partnership, Amy Franko adapts and delivers content from Frankel's two best-selling books, *Nice Girls Don't Get the Corner Office* and *See Jane Lead*.

We will work with you to customize the combination of live, self-paced, or virtual class experiences, with performance support and assessment tools. The end result is a program that fits your organization's strategic imperatives, is instructionally sound, and sustainable for the future.

The best part? **Our programs fit seamlessly into your current leadership initiatives, so you can leverage your current investments and avoid re-creating the wheel.**

We can customize your program in the following ways:

- Live, onsite half-day and full-day workshops
- Live, onsite multi-part series, for a designated timeframe
- Video-based series
- Virtual classroom/webinar series (75-90 minute sessions)
- Any of these delivery methods can be further customized with assessments and additional performance support tools.

Essentials for High Performers & Emerging Leaders



Based from the international best-seller *Nice Girls Don't Get the Corner Office* by Lois Frankel, Ph.D., this offering is ideal for high performers and emerging leaders.

It specifically addresses the critical behaviors needed before stepping into a formal leadership position, or when participating in high-visibility projects and stretch assignments. This programming is also an excellent per-cursor to enrollment in other formal initiatives within your organization.

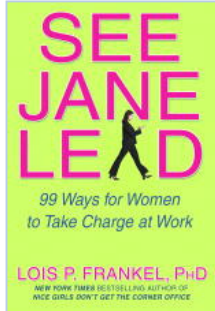
Learning objectives include:

- Understanding the tie between women's business skills and organizational performance
- Identifying and developing critical self-leadership skills
- Uncovering and correcting behaviors that can affect career growth
- Developing communication skills to position yourself for workplace credibility and visibility, both internally and client-facing

It begins with a self-assessment, so each participant knows her self-leadership and communication strengths, plus areas of improvement. Each topic contains a combination of interactive discussion, activities, and reinforcement to build skills specific to the topic. The following topics are available in this offering:

- Self-Leadership Skills
- How You Play the Game of Business
- How You Act
- How You Brand and Market Yourself
- How You Think
- How You Sound and Look
- How You Respond

Essentials for People Leaders



Based from ***See Jane Lead*** by best-selling author Lois Frankel, Ph.D., this offering is **ideal for women new to leadership roles, or junior-level executives**. The content of this book and the course provides a blueprint for women to sharpen their natural leadership capabilities. It focuses on developing people leadership and intrapreneurial skills, with specific attention to assessment, application, and performance support. This programming is designed to complement other formal initiatives within your organization.

Learning objectives include:

- Understanding the tie between women's business skills and organizational performance
- Identifying and reinforcing strengths in self-leadership, people leadership, and communication
- Identifying and developing critical people leadership mindsets and skills, including: strategic versus tactical thinking and execution, calculated risk taking, developing influence and emotional intelligence, fostering team building
- Uncovering and correcting mistakes specific to people leadership and communication skills

It begins with a self-assessment, so each participant knows her leadership strengths, plus areas of improvement. An optional DISC assessment is also available. The DISC assessment uncovers individual communication styles and provides insights into successfully working with the communication styles of others. Each topic contains a combination of interactive discussion, activities, and reinforcement to build skills specific to the topic. The following topics are available in this offering:

- Strategic and Tactical Thinking
- Risk Taking
- Developing Influence With (And Without) Authority
- Fostering Team Building
- Likeability and Emotional Intelligence
- Developing Intrapreneurial Skills

Elevate Your Leadership Profile Workbook: 8 Exercises for Emerging Women Leaders



Great leaders live and practice leadership every day. Your team will become their best as a leader with this **70-page full color workbook**.

With 8 exercises for the emerging or experienced leader, it's ideal for your own development, and the development of your teams.

These exercises will help you build leadership skills including:

- Elevating productivity, so you can get your top priorities done in less time
- Creating your dream team of advisors to help you along your leadership path
- Building strategic relationships that allow you to give meaningful value while also accomplishing your career and personal goals
- Creating your leadership brand
- Developing your executive presence, both in person and virtually
- Creating visibility to help you stepping up to earn that promotion, a key role in a project, or a high-stakes stretch assignment
- Developing your personal power and influence

A must-have for any leadership toolkit!

This publication is a 2012 APEX Award Winner for Publication Excellence.

Awards & Press

Recent features in national publications include:

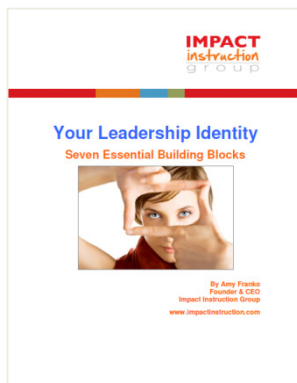
- [ASTD's T+D Magazine](#) , February 2013; *Learning Technology Trends in 2013* profiles Amy Franko and Impact Instruction Group's "2013 Learning & Development Technology Report."
- [Chief Learning Officer](#) online magazine, December 2012; *Learning Technology: Where's the Money Going?* This article profiled Impact Instruction Group's survey of T&D professionals on current technology trends and how they are affecting corporate learning.
- [ASTD Links](#), October 2012: *Workplace Learning and Development: A Driving Force for Innovation*; An Interview by Amy Franko, with Michael Bills, Executive in Residence of The Ohio State University's Fisher College of Business & SVP/Chief Marketing Officer of Select Comfort.
- [2012 APEX Award for Publication Excellence](#): *Elevate Your Leadership Profile: 8 Exercises for Emerging Women Leaders*
- [The Women's Book](#): Amy Franko is profiled in the 2012-2013 edition of The Women's Book Directory *Resilience: Stories of Innovation & Inspiration*. In her profile, she shares the following business advice to women: "As women, we owe it to ourselves and the world to dream and play big! You have everything within you to step beyond what's comfortable and into what's possible. Always remember that you're a role model for someone else, and you never know who you're inspiring - right this minute - to be more and do more."
- [The Glass Hammer](#), January 2012: Rethinking Career Choices at Midlife

Original Publications

Amy Franko and the team at Impact Instruction Group have authored many original publications and articles on the topics of learning and development, as well as Amy's specialty area of emerging women leaders:



Strategic Networking Trends in 2012: Impact Instruction Group conducted a survey of 154 professionals to determine how individuals are building strategic relationships, specifically focusing on trends in both the online and in-person networking environments. This report compiles the results of the survey and helps to paint a picture of the professional and social networking trends of professionals today.



Your Leadership Identity – Seven Essential Building Blocks: In my work with emerging women leaders, I talk often about creating a leadership identity. A lot of questions come up. What is it? How do I create it? What does it mean to my leadership path and career?

This e-book uncovers the 7 essential building blocks of your leadership identity, providing actionable tips you can put into practice to become a better leader and grow your career.



35 Tips to Build Lasting Strategic Relationships: Being a leader when it comes to building strategic relationships goes way beyond simply “making contacts” or “networking.” Leaders recognize that it takes more to create the best value and the best outcomes in your business relationships.

This e-book contains 35 strategies and tips I've personally put into practice over the past 5 years. It's designed to help you and your teams build successful relationships as a foundation for personal growth and organizational success.

2010 and 2012 Apex Award Winner



Impact Instruction Group has been awarded the 2012 APEX Award for Publication Excellence in the category of One-of-a-Kind Education & Training Publications. This award recognizes the work of Amy Franko, Founder & CEO of Impact Instruction Group, for her workbook, *Elevate Your Leadership Profile: 8 Exercises for Emerging Women Leaders*. This extensive workbook provides practical exercises for women to develop their leadership presence, along with key strategic and tactical skills for elevating their careers.

Impact Instruction Group also won an APEX award in 2010 for training design and materials created for client Melissa Giovagnoli, best-selling author of *Networking*.

The APEX Awards competition recognizes outstanding publications – from newsletters and magazines to annual reports, brochures, web sites, training materials, and special publications. According to the APEX 2012 judges, APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence.

“We are at a unique juncture in business and in history,” said Amy Franko, CEO of Impact Instruction Group. “Women in leadership are poised for takeoff to impact our companies and our communities. This award is a testament to Impact Instruction Group’s passion and commitment to advance women in leadership across the nation. We are proud to have received this award of excellence for publication design.”

Representative Clients



What Others Are Saying

“During a recent engagement where we brought Amy in to speak to a large group of professional women, she captivated our audience on the topic of “Nice Girls Don’t Get the Corner Office.” Her keynote was full of energy, exactly on point, impactful and resonated with us all...so much so that the “take-aways” remain with me today.”

*Beth Alloway, Relationship Manager, Commercial Banking
Huntington National Bank*

“Amy presented at a professional women's networking group called W.I.N. (Women In the Neighborhood). It's a collaboration of professional women across an accounting, bank and law firms. Amy's message was infused with advice that was very tangible for professional women. A lot of what she addressed “hit home” to the working woman; one could easily tell that she personally understood the challenges and successes each of us face along the way. Her message was simple: hold tight to your integrity and defend your convictions - with class. It was a very profound presentation and we all walked away with value.”

*Kim Phillips, Marketing Manager
Schneider Downs & Company*

“Amy recently spoke to the Healthcare Businesswomen's Association Ohio Chapter on the topic of Why Nice Girls Don't Get the Corner Office. Her presentation was engaging and topical and stimulated good discussion of real-world examples among the attendees. She challenged each of us to think differently about networking, volunteering and communication styles. I would definitely recommend her to other organizations interested in this topic.”

*Cheryl Ladd
President, Healthcare Businesswomen's Association*

“During our Women's Leadership Conference the workshop put on by Amy was one of the highlights. She skillfully covered a variety of engaging and insightful topics from which she effectively generated new and impactful thoughts and discussion amongst the group. I know that myself as well as others came away with valuable knowledge and self-reflection that will help me achieve greater success in my career.”

*Lindsay Zane, Candidate for MBA, Class of 2012
Duke University, The Fuqua School of Business*