



WOMEN > A FORCE IN BUSINESS

OCTOBER 30, 2018 | RALEIGH CONVENTION CENTER | 7:00 A.M. - 5:00 P.M.

BREAKOUTS

Sage Your Life: Yes, You Can Conquer Overload

Understanding the eight networks that support your life will help you take control.

Glenna Crooks, Ph.D.

Hers & His – Putting Our Differences to Work

Women and men think, behave, and work differently – sometimes the differences may be subtle while other times they are much more obvious. Regardless, men and women are wired uniquely. The way women approach a situation or communicate makes perfect sense to them, but to their male counterparts, it may not be perceived similarly. How do we take advantage of the differences? The answer begins with understanding. Resist the temptation to fit everyone into the same mold and instead appreciate the value of dissimilar perspectives. Be mindful of distinct strengths. Recognize nuances. With understanding, we can then begin to identify ways to leverage our differences for greater impact, ultimately experiencing the rewards that follow.

Lisa Grimes and Paula Brown Stafford

Building Resiliency in the Face of Adversity: The Working Woman's Playbook

At some point in your journey, you will face something that could make or break you. So, how will you get through it? Emmy Award-winning journalist, cancer survivor, Olympic Torchbearer and communications expert Sharon Delaney McCloud presents a humorous and compelling narrative on lessons she's learned from the highs and lows of life as a working parent. As a type-A orchestrator by nature, Sharon shares how she sought balance after a tragic loss and now embraces grit and gratitude to face each day with a new outlook.

Sharon Delaney McCloud, Walk West

Theatre for Change: Using Theatrical Techniques to Combat Sexual Harassment

This interactive workshop will include a demonstration of how theatre can help people rehearse responses to uncomfortable situations. First, members of the Women's Theatre Festival will demonstrate the techniques by performing a skit with various different outcomes. Then, audience members will have the opportunity to pair off in small groups, and practice those same techniques themselves, with supervision. As actors know, practice makes perfect, so why not practice responses to harassment, so that you are prepared in advance?

Ashley Popio, Founder and Artistic Director, Women's Theatre Festival

The Art of Negotiation: Strategies for Women

Women in the workplace face unique challenges when negotiating business deals and management relationships. Rather than dwell on the hurdles for success, the session will highlight how women can leverage their challenges into effective negotiation strategies with concrete recommendations that are applicable both to the workplace and their personal lives.

Dr. Rita Kosnik, Stayer Center for Executive Education, University of Notre Dame

Cultivating Change

How does a historic attraction stay relevant to today's consumers? At Biltmore, this is achieved by leading change with skill and precision, calling upon lessons learned over the past 125 years as well as innovative strategies and present-day research. Change, whether significant or small, is rarely easy, but your organization can persevere and find success through Biltmore's time-tested approach to not just enduring change, but leading it.

Key Session Takeaways:

- Understanding of the psychology behind change
- Applicable stories of Biltmore best practices in change management
- Practical tactics to create change momentum in your organization

Ann Ashley, SPHR, Vice President, Talent & Organizational Development, The Biltmore Company

A Holistic View of Wealth Management for Women

Around the world, women's wealth and income are growing faster than ever. However, there are many challenges women continue to face when it comes to financial management. Whether you are planning your retirement, dealing with an unexpected life change, or just trying to navigate the daily issues surrounding your finances, this session will offer advice on how to find financial stability and manage your wealth.

Closing the Confidence Gap

Do you find yourself feeling as if you're wearing a costume to work every day? Do you often doubt your accomplishments and have fear of being exposed as a "fraud"? Confidence plays a crucial role in our ability to succeed, but the ability to accept credit for a job well done and show your authentic self at work can be difficult for many. In this session, you will learn lessons on how to shrug off impostor syndrome and turn your job competency into the kind of authentic confidence that helps you succeed.

Ravila Gupta, President and CEO, Council for Entrepreneurial Development

Networking Where You Want To Go

Networking isn't just schmoozing at cocktail parties anymore. In the age of social media, you need modern tactics for creating and cultivating meaningful connections. Whether networking in person or on social media, this session will offer tips and strategies to create effective connections and harness the power of your network.

Creighton Blackwell, Vice President, Corporate Affairs and Community Engagement, Coastal Credit Union

Realizing Our Potential: Women Supporting Women

There is a large chasm between the numbers of women starting out on the professional track and how many advance to senior positions. Are we realizing our potential? One of the many ways we can unlock our full potential is through support, sponsorship and guidance from other women. A rising tide lifts all boats after all. Join our panel of experts for a frank discussion on the importance of women supporting other women and how you can champion the women in your life.

Dr. Terri Phillips, MD FAAP, Vice President and Head of Global Medical Affairs, Merz North America

Rebecca Gilliam, Associate Vice President, Clinical Operations, United Therapeutics

POP-UP SESSIONS (15-minute presentations in exhibit hall)

Creating the Energy to Lead Well

As a leader, implementing simple changes in your behaviors and routines can create a ripple effect across your organization for improved motivation, productivity and results. Learn simple strategies to:

- Build habits to improve your focus, prioritization and impact
- Maintain the energy needed to achieve success in both work and life
- Strategies to help your teams improve their productivity and efficiency

Becky Jacobs, Chief Engagement Officer, Simple Change

Strategic Storytelling

Stories are the fabric of our lives. They create an emotional connection and provide meaning to ordinary events. As a fifth-generation, family-owned business, Biltmore uses storytelling to drive change and cultivate customer loyalty. In this session, learn how Biltmore leverages storytelling as a powerful tool to create meaningful connections for our guests at America's Most Visited Winery®.

Jeff Plack, Director of Business Development, Biltmore Estate Wine Company

