

## Table of Contents—Brenda’s Most Popular Programs

Below are some of the most popular programs that Brenda offers. All programs can be customized based on specific audience needs.

Interested? Click on the links below, and [contact us](#) to find out more.



### **Boost Your Executive Presence**

How to Send the Right Signals, Influence Others, and Get Better Results at Work



### **Master the Brand Called YOU™®**

Achieve Greater Success Through Leadership Personal Branding



### **Would YOU Want to Work for YOU™? (\*For Leaders of Others\*)**

How to Build an Executive Leadership Brand That Inspires Loyalty and Drives Employee Performance



### **Six Foundations to Achieve Greater Workplace Success**

Strengthen Your Presence at Work and Increase Your Organizational Savvy



### **Your Company and the Trademarked YOU™**

How to Make the Corporate Brand/Personal Brand Connection™



### **On-the-Job Coaching for Greater Success (\*For Leaders of Others\*)**

Powerful Steps to Becoming a More Competent and Effective Leader-Coach at Work



### **Master the Art of Listening & Managing Tough Feedback**

How to Deal with Conflict and Build Better Relationships at Work



### **Global Mindset and Perspectives (“G-MAP”)**

How to Collaborate, Lead, and Succeed in Today’s Multicultural Workplace  
(*Emphasis on overcoming Unconscious Bias*)

### **Working Across Generations:**



- **How to Successfully Lead Generation Y—The Mystery Unveiled**  
(*\*For Leaders of Generation Y\**) Manage, Motivate, and Retain the “Next Greatest Generation,” and Achieve Better Success as a Workplace Leader



- **Overcoming the Generation Y “Brand Challenge”**  
(*\*For Members of Generation Y\**) How to be Heard, Understood, and Successful in Today’s Multi-Generational Workplace



- **How to be Successful in Today’s Multi-Generational Workplace**  
(*\*For Multi-generational Audiences\**) Overcome the Challenges, and Benefit from the Opportunities of Today’s Diverse Work World



### **Smarter Branding Without Breaking the Bank**

(*\*For Business Owners, Solopreneurs\**)  
Five Proven Strategies to Build a Powerful Brand at Little or No Cost



## Boost Your Executive Presence

How to Send the Right Signals,  
Influence Others, and  
Get Better Results at Work

Executive Presence (also referred to as “gravitas”) is one of the most consistently requested topics in the leadership development world today. Defined in a variety of ways, “Executive Presence” generally means the attitudes, skills, and behaviors that—when combined—send the right signals, influence others, and ultimately drive better outcomes, both professionally and personally. Executive Presence is a critical part of building a powerful personal brand as a leader and is also a core fundamental to career success, both short-term and long-term.

This interactive and engaging program, created by Certified Senior Executive Coach and Certified Speaking Professional, Brenda Bence, is offered in keynote format as well as in two-hour, half-day (3–4 hours), and full-day (8 hours) options. The modules offered are based on Brenda’s extensive experience as an Executive for Fortune 100 companies and her work as an external Executive Coach, having coached 700 senior leaders from more than 60 nationalities and across 70 different industries. The program offers tips and tools that help strengthen the level of Executive Presence required for success as an executive today.

Since Executive Presence is a broad topic, a variety of aspects related to Executive Presence are covered in this program. Conducted in modular fashion, and customized to the needs of the client, some of the most popular requested modules are:

- **Influencing without Title or Authority** – A critical skill for both self-leaders and leaders of others, effective influencing – even if you don’t have direct authority – is an increasingly important skill in today’s global, matrix-system world. Five influence styles exist, and it’s critical to be able to shift between using all five, depending up on the situation at hand.
- **Speaking Up/Improving Communications** – This module not only covers clarity of communications and articulating well, but also presenting to senior management, asking strategic and relevant questions, and learning to “ask not tell” as a key influencing mechanism.
- **Assertiveness** – Often mistakenly confused with “aggression,” this attribute is key to success in developing aspiring leaders and, once learned, can make a significant difference between continued career success and careers that plateau.

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Below are additional in-demand modules that can be included in Brenda's Executive Presence program:

- Active listening
- Building a strong network
- Developing charisma
- Developing confidence
- Effective electronic and remote communication
- Emotional intelligence
- Executive dining / business meals
- Handling journalists (television/radio interviews)
- How to engage via storytelling
- How to master giving tough feedback
- How to effectively push back
- How to think on your feet
- Leading in today's diverse, multi-cultural workplace
- Leading in today's multi-generational workplace
- Managing conflict
- Managing your brand externally
- Maneuvering office politics
- Mastering the art of small talk
- Presenting powerfully
- Staying calm under pressure/managing reactions

**Interested to find out more? [Click here](#) to contact us about this program.**

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**\*\* This program is customizable to a variety of needs and leadership levels within the organization, from early-career self-leadership, to senior-level executive leadership. \*\***



## Master the Brand Called YOU™®

### Achieve Greater Success Through Leadership Personal Branding

Why do some individuals continue to excel in an organization and others don't? The answer isn't necessarily because they have the most experience or the most education. The truth is: You're more likely to be selected for higher-level positions based on how well others perceive, think, and feel about "YOU™"- the Trademarked YOU. The art—and science—of leadership personal branding is what keeps successful individuals moving up the ladder.

In this engaging and interactive program, internationally renowned branding expert and Certified Senior Executive Coach Brenda Bence will share the three key steps to establishing a successful leadership personal brand at work, both inside and outside your organization. Based on Brenda's experience helping individuals all around the world build successful brands for themselves, Brenda will reveal the top errors she regularly sees leaders make at work. These mistakes can hold you back from achieving your full career potential or even stop your career dead in its tracks.

During this enlightening and interactive program, you will:

- Get clear on what "leadership" personal branding really is—and what it's *not*—whether you're leading others or focused on *self*-leadership.
- Understand why leadership personal branding is so critical for your own individual development and for the success of your organization as a whole.
- Learn how to leverage the six core personal brand positioning elements that go into defining your unique personal brand as a leader.
- Find out how your own brand is being perceived right now so that you can make adjustments as needed.
- Master and take charge of the five everyday activities that most communicate your brand to superiors, peers, subordinates (if applicable), teams you lead, and clients.
- Avoid Top Leadership Personal Brand Busters® that you may be committing right now that can damage your brand as a leader—either consciously or subconsciously.

**Interested to find out more? [Click here](#) to contact us about this program.**

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**\*\* FOR LEADERS OF OTHERS \*\***

## Would YOU Want to Work for YOU™®?

### How to Build an Executive Leadership Brand That Inspires Loyalty and Drives Employee Performance



In this interactive, eye-opening program, Brenda Bence, Certified Senior Executive Coach and Harvard MBA, reveals the most damaging behaviors that she regularly sees in the workplace—the same behaviors that consistently hold otherwise-successful leaders back. There is one common thread that unites all of these behaviors: They are related to the art—and the science—of leading others.

Through her successful coaching practice, Brenda has worked with more than 700 senior leaders from over 60 nationalities and across 70 different industries. In this program, Brenda shares simple yet powerful tips, tools, and techniques that you can apply immediately to get better results and achieve greater productivity from the people you lead, while motivating and inspiring them at the same time.

In this engaging yet practical leadership development program, you will learn:

- The single most important factor to becoming a better leader of others—and the fundamental leadership mindset that goes along with it.
- The most critical cause of regretted employee turnover, and how taking simple steps to adapt your leadership style can immediately improve retention.
- What your most preferred management approach is, and when—and how—to adapt it as needed.
- How to avoid conflict with subordinates forever—even when it comes to having difficult performance conversations.
- A five-point model for effectively leading others that will also drive a much greater understanding of your organization's culture so that you can improve it.
- Mind-management techniques that are critical to effective leadership and how to identify where you are focusing your attention.
- A simple self-test to help you stay focused on the most critical actions you take every day that will have the greatest impact on the people you lead.
- How to quickly identify which model of delegation you are using so that you can adapt as necessary.
- One of the most powerful—yet simple—ways to motivate employees and build a reputation as a great leader, both inside and outside of your organization.

**Interested to find out more? [Click here](#) to contact us about this program.**

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## Six Foundations to Achieve Greater Workplace Success

**Strengthen Your Presence at Work and  
Increase Your Organizational Savvy**

Most everyone would like to be more successful in the workplace, but determining the right strategies to ensure that success can be difficult, especially in today's fast-paced, 24/7 world. International leadership expert and Executive Coach Brenda Bence, who has coached more than 700 executives across 60 nationalities, has pinpointed six foundations that can help you strengthen your presence at work. These core foundations are critical to success and can help you get noticed, earn greater respect, and improve your overall organizational savvy, taking your career to new heights.

These six powerful foundations are:

- How to progress within a diverse, multi-generational world;
- How to focus your energies in the right place;
- How to engage others, both in person and remotely;
- How to influence without an official title or direct authority;
- How to get comfortable providing tough feedback to others;
- How to adapt your leadership style to fit particular situations.

In this dynamic, interactive program, you will not only gain practical tips, tools, and techniques to master these foundations, but you will:

- Apply a powerful three-step system for addressing all types of conflict in the workplace, and take the drama out of dealing with challenging people situations.
- Learn how today's multi-generational workplace can actually help you perform better on the job.
- Get outside your comfort zone, and flex your personal leadership style to fit a variety of different workplace situations.
- Use five proven approaches to influence others when you need something done on the job—even if you don't have an official title or authority.
- Take the fear out of giving tough feedback by applying a simple four-step model that will quickly increase your comfort level as a feedback provider.
- Identify one individual who either needs to hear tough feedback or who you want to influence back on the job, and make a plan to provide that feedback as soon as you return to the office.

**Interested to find out more? [Click here](#) to contact us about this program.**

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## Your Company and the Trademarked YOU™®

### How to Make the Corporate Brand/Personal Brand Connection™



This highly interactive program by internationally renowned branding expert and Certified Global Speaking Professional Brenda Bence is not only customized for your company, but it is the first of its kind to make the connection between *corporate* branding and *personal* branding. Through real-life stories, examples, and “roll-up-your-sleeves” exercises, you will learn the principles and foundations of personal branding. You will learn how your individual brand is not only critical to your own success *within* the company but what role your personal brand plays in your *company’s* success as well.

Active team and individual exercises ensure that you walk away with a full understanding of all personal branding concepts and that you can apply them immediately to your job and your interactions with internal and external customers.

Based on interviews with key individuals and role models within your organization, Brenda will develop a customized session that is specific to your company’s issues and challenges. Through this engaging and interactive program, you will:

- Discover what personal branding is, how it really works, and why it’s important.
- Explore how the same six core elements that have built every famous and own-able corporate brand in the world can be directly applied to you to craft your own personal brand—the “Trademarked ‘YOU™.’”
- Uncover the five activities that you do every day at work that most impact how your personal brand—and your company’s brand—are communicated. Apply those five activities to develop customized Personal Brand Marketing Plans for greater success.
- Understand how those five activities relate to your role in communicating your company’s brand, both internally and to existing and potential customers.
- Participate in a table exercise of tough real-life situations at your company—customized on-the-job “torture test” challenges where your personal brand might be compromised. Applying learned concepts, you will discuss and formulate a plan for how to face these challenges and remain consistent with your own desired personal brand, as well as with your company’s brand.
- Take a quiz based on Brenda’s list of Top Personal Brand Busters®. These are the most common mistakes made by individuals at work which can—unknowingly—cause you to damage your own personal brand and impact the company’s brand in the process.

Interested to find out more? [Click here](#) to contact us about this program.

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**\*\* FOR LEADERS OF OTHERS \*\***



## **On-the-Job Coaching for Greater Success**

### **Powerful Steps to Becoming a More Competent and Effective Leader-Coach at Work**

This highly interactive program will allow you to return to the office with success skills you can apply immediately to be a more effective leader-coach on the job. Certified Senior Executive Coach and international leadership expert, Brenda Bence, will share powerful, proven tips, tools, and techniques that will not only help you have a greater impact as an individual leader within your company, but that can also make a positive impact on your company as a whole, helping to instill a stronger coaching culture within the organization.

To ensure that the learning can be used immediately, you will practice coaching in a real-life challenging situation from your own work environment.

During this engaging, practical, and hands-on leadership development program, you will:

- Get clear on what on-the-job coaching really is—and what it's *not*—and why the distinction is so critical to your success as a leader.
- Strengthen your understanding of what makes a “good” and “bad” coach at work.
- Assess your own personal strengths and development areas as an on-the-job coach.
- Understand challenges and potential roadblocks that can prevent you from being a good leader-coach at work.
- Discuss the relevance and impact of country/corporate culture when it comes to successful on-the-job coaching.
- Get clear on the six fundamental elements that make up a good coaching discussion.
- Gain practical coaching experience through each portion of a good coaching discussion using a real-life work situation.
- Become a much more competent leader on the job by using a proven framework for crafting excellent coaching questions.
- Develop an action plan for implementing this framework at work with a specific, individual “coachee” in mind.
- Fully embrace coaching as a “mindset” that can help you achieve more at work, ultimately bringing you higher productivity, better results, and greater job satisfaction.

**Interested to find out more? [Click here](#) to contact us about this program.**

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## Master the Art of Listening & Managing Tough Feedback

### How to Deal with Conflict and Build Better Relationships at Work



What two skills do the most effective contributors possess in the workplace? “Listening effectively and knowing how to manage tough feedback,” says Certified Senior Executive Coach and international leadership expert Brenda Bence.

Through coaching more than 700 leaders from 60 different nationalities across the world, Brenda has seen that the individuals who continue to rise in any organization have mastered critical self-leadership skills: the art of listening and how to give and receive feedback regularly. They also know how to manage conflict and influence others even if they don’t have an official “title.”

By attending this practical, hands-on program, you will:

- Conduct a self-assessment of your own listening capabilities, explore key barriers that prevent you from listening well, and learn simple techniques to overcome those barriers.
- Practice and role-play three proven techniques for more effective listening.
- Gain greater self-awareness about your reactions to feedback, and uncover the typical reasons you don’t accept or give feedback as often as you should.
- Learn how to take the “fear” out of giving and receiving tough feedback.
- Get clear on how feedback relates to managing conflict at work—and what this means for you, your team, your peers, and subordinates.
- Role-play providing challenging feedback and handling conflict by using the “IDEA” model.
- Practice implementing newly learned listening, conflict management, and feedback skills using tough scenarios from real-life case studies at work.
- Identify one individual who needs to receive difficult feedback on the job, and make a plan to make this happen as soon as you return to the office.

Interested to find out more? [Click here](#) to contact us about this program.

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## Global Mindset and Perspective ("G-MAP")

### How to Collaborate, Lead, and Succeed in Today's Multicultural Workplace

Today's workplace is the most diverse in the history of humankind. We regularly work across cultures, languages, nationalities, religions, and more—all without a textbook or a roadmap. Yet, how you approach this "medley" of differences at work is fundamental to your success.

Leading and collaborating effectively today requires learning to expand your global mindset and perspective. Why? Just by virtue of being human, we all have unconscious biases—unintentional personal preferences for one type of person over another. As a result, we make judgments and assumptions every day, without even being aware of them.

But when these preferences result in leaving out a particular group of people, it can have a significant and negative impact. We may fail to hire a diverse workforce, or certain groups within the organization may feel they are treated differently and don't have the same opportunities as others. The outcome? The integrity and reputation of your organization suffers, and collaboration is compromised, leading to unsatisfactory outcomes.

Throughout this engaging program, led by Certified Global Speaking Professional and international leadership expert Brenda Bence, you will become aware of your own inadvertent biases and will develop global intelligence in order to help create a workplace that is inclusive, respectful, more harmonious, and more productive.

During this interactive, multi-media program, you will:

- Take a quiz to discover some of your own unconscious biases.
- Find out the major types of biases that happen every day at work and the implications of each. What does it feel like to experience a bias against *you*?
- Discover ways to avoid bias-related conflicts and skillfully manage confrontations when they arise.
- Improve your self-leadership skills, as well as key skills to lead others, by respecting and valuing diverse perspectives.
- Learn how to test assumptions before acting upon them.
- Understand how to create a workplace that cultivates greater trust, strengthens relationships, increases engagement, and improves productivity.
- Gain tips, tools, and techniques that you can immediately apply to collaborate across the organization and drive sustainable performance as you work with global teams.

Interested to find out more? [Click here](#) to contact us about this program.

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**\*\* FOR LEADERS OF GENERATION Y \*\***

## **How to Successfully Lead Generation Y— The Mystery Unveiled**

**Manage, Motivate, and Retain  
the “Next Greatest Generation” and  
Achieve Better Success as a Workplace Leader**



For the first time in the history of the world, four generations are working together under one roof. That makes us all pioneers with no clear-cut textbook for how to interact, communicate, and succeed at work. In the midst of this is Generation Y—one of the largest generations ever to grace the planet. With unprecedented life experiences, these younger workers are entering the job market in massive numbers and will soon represent almost 50% of the workforce. Yet what “Gen Y” wants out of an employer is unlike any other generation... and this Generation wants it now.

What are the implications of all this for you as a business leader, and how does your ability—or inability—to manage Generation Y ultimately impact your own success or failure as a leader on the job? As companies compete more and more for limited talent resources, learning how to lead the rapidly growing Generation Y population can make the difference between success and failure, both for you and for your company.

In this engaging, information-packed, and eye-opening workshop, Brenda Bence, international leadership expert and Certified Global Speaking Professional, will help you pull back the shroud of mystery surrounding Generation Y. You will learn powerful yet practical tips, tools, and techniques to better manage this emerging workforce of the future.

At the end of this multimedia, interactive program, you will have answers to key questions such as:

- What does “Generation Y” really mean, and does it apply in your region of the world? What are the stereotypes associated with Generation Y, and are those stereotypes justified?
- What goes on in the mind of a Generation Y employee, and how have their life experiences impacted their perspectives about work?
- How do members of Generation Y see workplace realities such as pace of change, rules, work-life balance, multitasking, and success? How can you use that information to know when to adapt and when to stand your ground?
- How can you best communicate with a Gen Y employee in a way that motivates, drives loyalty, and ultimately delivers desired business outcomes?
- To a Gen Y employee, what is the single worst thing that could happen in the workplace that, if not addressed, could lead them to leave the company?
- What is the most important question a Gen Y employee will ask you that you must be prepared to answer?
- What is the best way to give feedback to a member of Generation Y?
- How can you immediately improve communication with Gen Y team members in a way that allows you to delegate and achieve the best outcomes faster?

**Interested to find out more? [Click here](#) to contact us about this program.**

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**\*\* FOR MEMBERS OF GENERATION Y \*\***

## Overcoming the Generation Y “Brand Challenge”

**How to be Heard, Understood, and Successful  
in Today’s Multi-Generational Workplace**



For the first time in the history of the world, four generations are actively working together under one roof. That makes us all pioneers with no clear-cut textbook for how to interact and communicate in order to achieve what we want at work. What does that mean for you—a member of “Generation Y”—and how does that impact your success or failure on the job?

In this engaging, fast-paced program, Brenda Bence, international leadership expert and Certified Global Speaking Professional, will help you maneuver your way through today’s complex, multi-generational workplace reality. Come learn powerful tips, tools, and techniques to better succeed in a job filled with interactions between Baby Boomers, Traditionalists, Generation X, and you—“Generation Y.”

At the end of this interactive, multimedia, fun-filled program, you will have answers to key questions such as:

- What does the label of “Generation Y” really mean, and how does it apply to you?
- What are the upsides and downsides of being “branded” part of the Y Generation?
- As a younger worker, how can you be successful in a multi-generational environment... and what does “success” mean anyway?
- How can you make sure your voice is heard and that you are treated with respect, despite being younger?
- What are key steps to improving communication with other generations, and how can you use those techniques to make your points clearly and easily?
- How can you be sure you are rewarded and recognized for your successes?
- What are the stereotypes associated with different generations, and are they justified?
- What are some key ways to ask for and receive ongoing feedback from your boss and peers so that you can make meaningful contributions at work?
- What role does nationality and culture play in intergenerational conflict?

**Interested to find out more? [Click here](#) to contact us about this program.**

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**\*\* FOR MULTI-GENERATIONAL AUDIENCES \*\***

## How to Be Successful in Today's Multi-Generational Workplace

**Overcome the Challenges, and  
Benefit from the Opportunities of  
Today's Diverse Work World**



For the first time in the history of the world, four generations are actively working together under one roof. That makes us all pioneers, with no clear-cut textbook for how to interact and communicate in order to achieve what we want at work. What does that mean for you, and how does that impact your success or failure on the job?

In this unique program, Brenda Bence, international leadership expert and Certified Global Speaking Professional, will help you maneuver your way through today's complex, multi-generational workplace reality. Come learn powerful tips, tools, and techniques in order to better succeed in a job filled with interactions between Baby Boomers, Traditionalists, Generation X, and Generation Y.

At the end of this eye-opening, multimedia, program, you will have answers to key questions such as:

- What does “Multi-Generational” really mean, and how does it apply to *your* workplace?
- How is the definition of “success” different for each generation, and what are the implications?
- What are the stereotypes associated with different generations, and are they justified? What are the upsides and downsides of being “branded” as a particular generation?
- What are key steps to improving communication with other generations, and how can you use those techniques to make your points clearly and easily?
- What role does nationality and culture play in intergenerational conflict?
- Tap into what the latest research reveals about today's multi-generational workplace, and get clear on how the findings impact you and your work relationships.

**Interested to find out more? [Click here](#) to contact us about this program.**

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**\*\* FOR BUSINESS OWNERS, SOLOPRENEURS \*\***

## Smarter Branding Without Breaking the Bank

**Five Proven Strategies to  
Build a Powerful Brand  
at Little or No Cost**



You'll never again say, "I can't market my business because I don't have enough money, enough people, enough time..."

In this program, Certified Senior Executive Coach and international leadership expert, Brenda Bence, will show your company's team members how to build your brand without busting your marketing budget.

She will disclose the five existing assets that *every company already has* that can be used immediately to market your business and brand successfully. Hundreds of marketing strategies are readily available to you for little or no cost, and your team will walk away with a treasure trove of ideas to enlarge your customer/client base, increase your bottom line, and take your company to the next level.

In this practical, hands-on program, you will:

- Learn to effectively market your company even if you're low on funds, people, ideas, time, etc.
- Fully understand what Marketing and Branding really are and what they aren't.
- Uncover the six core positioning elements that make up the foundation of your company or product brand.
- Discover how to unleash and fully leverage all of your existing resources to end up with a robust marketing plan—no matter how big (or small) your budget.
- Walk away with a veritable marketing fountain of inexpensive or cost-free ideas to unleash the growth potential of your company—guaranteed.

**Interested to find out more? [Click here](#) to contact us about this program.**

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