



Betty LaMarr

Categories: Professional Development, Cultural Diversity, Leadership Development, Sales and Marketing

Expert business consultant, coach and author shows how to help you stay true to your core values in the workplace while generating profit, productivity, work-life balance and inner peace.

Does your work allow you to stay true to your deepest core values and personal beliefs? Can you say no to your team without guilt when faced with a tough decision? Are you navigating the choppy waters of workplace politics? Feeling empowered to do your best? How's your integration of work and personal time? Remember you are inspiring when you are inspired. Develop as the leader you most admire.

If you want to stay true to your core values while motivating your staff and attracting quality clients, these inspiring programs are meant for you. You and your team discover how to work together to resolve interpersonal conflicts, hone leadership and performance skills and overcome obstacles of race and gender – all while staying true to yourself. These presentations are a must for executive-level leaders who make crucial decisions that lead to success or failure.

Drawing on years of experience in the halls of corporate America and a stint as a senior international executive, Betty LaMarr unlocks the secrets of self-awareness that make the decision process easier, eliminate self-sabotaging behavior and beliefs, and revitalize the workplace. What is the bottom line? You will learn how to make better decisions, work more effectively as a team, avoid burnout – or move to a position more in harmony with your energy, vision and beliefs. You will leave Betty's enlightening program knowing how to stay true to your personal values in the workplace, put yourself at the top of your to-do list, increase productivity and have greater inner peace to take control of your destiny and your success.

Presentations include:

Achieving What Matters in a 2.0 World—Don't Lose "You" in the Process

Reap the rewards of moving beyond the head to the heart to find out what really matters in this 2.0 world of technology and innovation. There is nothing that highlights our values like change. Understanding our values is a key part of understanding what really matters.

This presentation supports participants to:

- Integrate your personal and professional goals and learn to manage the tension between work and personal life
- Understand why you are demanding the right organization for you and your talents
- See why it is important to you to have flexibility in your work schedule
- Recognize how values creates the basis for your business and personal decisions
- Understand the mantra, 'your attitude determines your altitude'

Emotional Intelligence Your Secret Weapon

Emotional intelligence is incredibly relevant to the workplace, especially for leadership, management, and teamwork. The workplace is traditionally one of the most emotionally "unsafe" environments.

In this presentation you will learn:

- How to get the results you want from team members and colleagues
- A four step development process for building your emotional muscle as a leader
- Get 5 Tips for demonstrating effective emotional intelligence
- Understand why women have a competitive edge in developing this competency

Being a Good Boss in a Bad Economy

As a manager or supervisor of others, you will learn how you can positively impact the work environment with greater Emotional Intelligence and awareness. You will learn how to be a compassionate boss and still get results. This presentation will focus on:

- being aware of how you feel, and of how others feel
- being aware of expectations and context
- being aware of your impact on others

Move from Ideas to Action

Are you “walking the talk”? Are your current activities in line with your values? Maybe it’s time to reflect on the following: What are the top 10 values that guide your life and career? What 3 values are you least willing to give up? What 3 steps can you take right now to honor those values? In this enlightening talk, Betty explains what factors cause you to tolerate a job you don’t like and shows how to use your values to determine what job is best for you. You’ll gain valuable time with an expert and the know-how to co-create priorities for your future.

Other Topic Areas:

1. 7 Mistakes Women Make Gaining Visibility
2. Getting Visibility and Create the “It” Factor
3. Working Well with Differences
4. Who’s Afraid of Politics?
5. Getting Over the Hump—Weathering the Recession
6. It Can Be Done: Landing a Raise In a Recession
7. Doing More with Less
8. 4 Keys to Successfully Marketing Yourself
9. Stop Difficult People from Slowing You Down
10. Ask for What You Deserve

Betty LaMarr earned an MBA from the School of Business at Pepperdine University, Malibu, California, and she holds a BS in Marketing from California State University, Los Angeles. In addition, she holds a Certified Coach credential from the International Coach Federation and has worked with many top companies including Amgen, Allstate, Fuji Film, Lockheed-Martin, Xilinx, Russell Financial, Wolseley Group, and Westfield Group. She has been published in *The St. Louis Argus Newspaper*, *Our Weekly Newspaper*, and many e-zines and newsletters.

What Others Had to Say:

“The exercises and evaluations for self-awareness were informative and enlightening.”
-Dorinda McCombs, WITI Conference 2009

“Very insightful and thought provoking presentation.”
- Eileen Hupp, COO, Roth-Hupp Partners

“I left your session feeling challenged to take responsibility for where I am and do what it takes to change the situation.”
-Zondra Anderson, Houston Municipal Courts

“Thank you for your insightful and meaningful presentation. It was very informative and so personally rewarding to stop and take a moment to really look inside ourselves and ensure that our careers and lives are following along the path of our true core values. I will absolutely take the knowledge I gained from the workshop and continue to put it to use daily.”
- Melissa Luna, Logic Security Solutions, Inc.

“Betty, I just want to thank you for speaking. I will definitely follow your advice by using my values to determine what job is best for me.”
- Kellie Tracey, Attendee, Execunet

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