

# Building Your Business Savvy

## One-Day Inspirational Seminar

Every organization seeks to build bench strength with individuals who possess not only talent and experience but business and organizational savvy as well! This lively *1-day seminar* features invaluable perspectives from our founder, Marie Moran.

Key Topics Include: Taking charge of your own career; making decisions that balance facts with feelings; avoiding costly communication misfires; how exceptional leaders use their time; choosing who to listen to for advice; typical business blunders and how to avoid them; key tips to gaining stakeholder buy in; building your leadership brand; and more!



*Appropriate for:* Corporate professionals at all levels, emerging leaders, and managers responsible for developing high potential team members

### SEMINAR OUTLINE

#### Setting the Stage – The Fundamentals:

- What is Business Savvy, and why is it important?
- How do you develop Business Savvy
- Principles of perception
- Building your personal brand
- Enhancing your charisma factor and impact on others
- People do business with people they like!
- Formality versus informality – knowing the subtleties of your environment and your audience

#### Career Advice to Keep You on Track:

- Typical business blunders and how to avoid them
- Job fit: matching your passion and competencies with today's marketplace
- Knowing yourself: don't take the wrong job for any reason
- Decision-making: behind closed doors it's often "trust your gut"
- Knowing who to listen to, or not, as you progress in your career

### Building Your Effectiveness:

- Understanding how to incorporate the ‘WIIFM’ when persuading others
- Managing the sliding scale of rapport and tension
- Enhancing your curiosity and discovery tools
- Remembering to speak up – “if you don’t ask, you don’t get!”
- Building more Holding Power to deal with pressure and change
- Knowing who to listen to, or not, as you progress in your career

### Conflict and You:

- Building your conflict heartiness and emotional maturity
- What to do (or NOT do) when you get mad
- Going into conflict versus starting a war
- Knowing when senior executives are “testing your metal”
- How the face of conflict changes as you progress to the senior leader level
- Knowing your own Conflict Brand - - and managing it!



### Managing Your Personal Resources:

- Staying focused on what’s truly important
- Overcoming the chokehold of the “should’s”
- How do you calibrate the value of your time?
- Avoiding drains and distractions
- Rebounding from setbacks and staying in discovery along the way
- Managing your Personal Brand as you change and grow

For upcoming sessions, visit [mariemoran.com/calendar/](http://mariemoran.com/calendar/) or email us directly at [info@mariemoran.com](mailto:info@mariemoran.com).