

Elizabeth Freedman,

MBA, Author, 2005 Finalist,
APCA College Speaker of the Year



Entry-Level Genius

Want to increase the value of your organization? Increase the value of your workforce. Career and workplace expert Elizabeth Freedman helps you increase the value of your future leaders – by transforming students, interns, and new professionals into employees who look sharp, sound smart, and succeed on the job.

Students, Interns, and New Professionals Go to Elizabeth Freedman for Answers

- **Practical and Tactical**

Elizabeth's in-depth seminars and keynote presentations skip the theory and jump head-first into real-world, real-time ideas that work

- **The Right Speaker for the Right Audience**

Elizabeth is a dynamic, inspiring 2005 APCA Finalist for **College Speaker of the Year** who speaks in front of thousands of Gen Yers annually

- **Smart, Savvy, Fresh Content**

Elizabeth's mantra: *Just Because You're New Doesn't Mean You Don't Have a Clue* – which is why she won't insult her audiences' intelligence with stale, outdated career ideas that don't work in a 21st century world

Dynamic, High Energy Programs from a Career/Workplace Expert for Students, Interns, and New Professionals

Personality Poker®:

How to Lead with Your Strong Suit

Audiences have a blast playing poker – and gain powerful insights in the process. Using specially-designed cards and cutting edge techniques,

Personality Poker® allows participants to identify their personality “hand,” which reveals how they can maximize their contribution on their teams and inside their schools or organizations. A fantastic team-building program and energizing presentation for your next big event!



Work 101:

Learning the Ropes of the Workplace without Hanging Yourself

From what to do at a first internship, to how to get along with your first boss, this program gives all the do's and don'ts of what it takes to succeed on the job. Perfect for students, interns, or new hires who want to know what it takes to survive – and thrive – on the job.

How to Network When You Hate to Network:

Get Started, Get Serious, and Get Committed to Relationship-Building

We know that we're supposed to do this thing called “networking” – but how? Here's the seminar everyone loves because we don't just talk about networking – we show how to do it, and audiences will experience first-hand why relationships are the only way to reap long-term rewards for your career success.



Your Fork is Not a Shovel:

Business Etiquette for the 21st Century (and Outclass the Competition!)

Dining Etiquette Seminar or Keynote Presentation options available

This fun, high energy business etiquette dining program will have you laughing as you learn about what it really takes to outclass the competition today. Highly interactive, plenty of prizes, and tons of tips, tricks, and information are what this dining etiquette seminar is all about.

What They Are Saying:

I would not hesitate to recommend Elizabeth to other organizations that seek a speaker than can hit a 'home run' with an audience.

**J. Micalizzi, Vice President,
Caturano & Company, LLC**

Participants called her program "generous," "inspirational," and "the best thing that happened to me." We couldn't have asked for more in a speaker, and it is our hope to work with Elizabeth again.

V. Greer, Conference Chair, NABA

Her work will make a big difference for future employees that participate in the training program, and it has also made a strong impact on the training team itself. For these reasons and more, I would not hesitate to recommend her outstanding work to other organizations.

**K. Collins, Senior Vice President,
Thomson Reuters**

Work 101 is the bible of how to behave in a corporate environment. It will push you up the corporate ladder so fast, you had better not be afraid of heights.

**D. Mathisson, Managing Director,
Credit Suisse**

We cannot thank Elizabeth enough for her amazing, energetic 'Fork' program for our student-athletes. Etiquette has never been so entertaining!

**B. Ritt, Senior Associate Director, Athletic
Department, University of Michigan**

More dynamic, high energy seminars from Elizabeth Freedman:

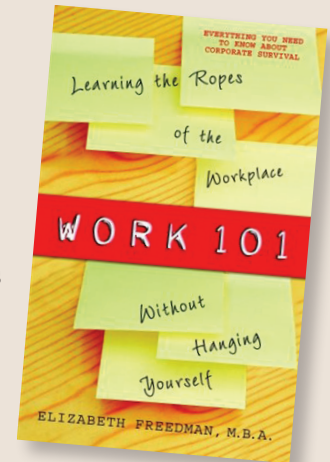
- **When Bad Wardrobes Happen to Good Employees:** The Right, Wrong, and Everything Else about Building a Professional Image
- **How to Sound as Good as You Look:** Presentation and Public Speaking Skills for New Professionals
- **How to Look as Good on Paper (or Screen) as You Do in Person:** Business Writing Skills for New Professionals

About Elizabeth Freedman

As the author of **Work 101: Learning the Ropes of the Workplace without Hanging Yourself** (Random House, 2007) and 2005 APCA finalist for **College Speaker of the Year**, Elizabeth's programs combine substance with style that audiences rave about.

Elizabeth is a former MBA Marketing lecturer and Accenture consultant with a business background who isn't afraid to tell her own stories from the front line (ask her about the night she spit spaghetti on her boss's tie) in order to make a point.

She's been quoted in **The New York Times**, **Cosmopolitan**, and dozens of others. She writes regularly about work and career advice, and is the **National Workplace Issues** blogger for **The Examiner** and her expertise and passion for issues that impact new professionals is clear. That's why groups that work with Elizabeth walk away from her programs inspired, energized and ready to hit the ground running with a revolutionary set of tools for career success.



Because Great Careers Don't Happen By Themselves

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NABA—National Association of Black Accountants
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ASTD—The American Society for Training and Development
CRMA—Career Resource Managers' Association
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