

Marny L. Lifshen

Marny is a nationally recognized expert on strategic networking, personal branding, professional relationships and communication. She is the author of the award-winning *Some Assembly Required: A Networking Guide for Women*, which is in its second edition.

She creates customized presentations and workshops for corporate diversity and inclusion programs and women's initiatives, professional associations, universities and conferences. Marny's top programs include:

“Define Yourself! Crafting a Powerful Personal Brand”

- understand what a personal brand actually is and why it should be an important component of your career plan
- learn how your personal brand is directly affecting your career
- determine what your brand currently is and how to elevate it with small changes
- update your personal appearance and communication skills to improve your brand

“The Top Ten Mistakes Women Make in Networking”

- understand why networking is such an important part of your career
- clarify how men & women build, manage and leverage professional relationships differently
- highlight what you can learn from male colleagues
- identify common networking mistakes that might hold you back
- build a networking plan & toolkit to gain more tangible networking results

“Building Bridges: Forging Productive Professional Relationships”

- clear, common-sense tips and techniques for creating an immediate and meaningful difference in the workplace
- keys to building and maintaining effective professional relationships
- tips for avoiding common behaviors that sabotage work relationships
- ways to improve communication & reduce miscommunication
- skills for dealing with difficult colleagues & situations

“Work it Out! Demystifying the Male/Female Workplace Dynamic”

- understand the different ways men & women build & manage relationships
- adjust your communication style for the audience/situation
- recognize common misperceptions and assumptions
- leverage innate strengths & learn from each other
- build a network of allies & advocates across your career

“What do you say? Communicating Across Barriers, Through Conflict & Over Clutter”

- understand the role communication plays in professional relationships
- explore the three dimensions of communication & discuss communication tools
- develop simple, effective techniques for reducing miscommunications
- learn the power of perception & adaption
- enhance your communication strengths; identify & improve your weaknesses



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