



CEO ROUNDTABLE Networking EVENT

Featuring:

Leveraging Leadership and Your Brand

The people strategies that got you here today, may not ensure success tomorrow. In this market, employee needs are varied and specific. Discover key strategies and practical tools/tactics that will impact employee engagement, retention, and productivity.

WHEN: July 15, 2022, 1:30 – 5:30pm EDT

WHERE: 63 Old East Street, Carlisle MA

With: Lisa A. Yarussi, MA, SHRM-SCP

The workshop will focus on four key strategies that are foundational to any successful business. We will discuss, practice, and enhance your leadership toolkit with best-in-class approaches to making a difference for your people and bottom line.

LEADERSHIP MATTERS – Your vision, authenticity, and values shape the work experience.

You will learn how to share your vision through story-telling and evaluate people systems to ensure alignment with your values. Model a growth mindset to ensure innovation, process improvement, and excellence is embraced by all employees.

KNOW YOUR PEOPLE – Develop a robust network, curiosity, and knowledge of people/differences

Learn how to expand your network and connections to create a deeper candidate pool and business alliances. Understand the communication and career preferences of the five generations in the workplace.

SELL WHAT MAKES YOU UNIQUE – The employee value proposition draws people in and keeps them.

You will explore how to best leverage the elements of your EVP; Reward/Recognition, Learning, Work Environment, and Culture. Learn how multiple levers are needed to address specific employee goals and aspirations.

COMMUNICATION / FEEDBACK – Create a feedback-rich environment through coaching & crucial conversations

Learn practical skills to deliver constructive feedback and coach employees to foster growth/development

About Lisa

Lisa founded LAY-Up Coaching & Consulting in 2021 after a successful HR career managing the most important asset any company has. As VP of HR for AliMed, she helped me stabilize a traumatized workforce and to grow a leadership team out of a toxic environment. As VP, People and Culture at NESN, she was a key influencer and change agent impacting the business, people, and culture goals during significant industry disruption.

In line with her passion for learning and growth, she earned an Executive Coaching Certification to further broaden her practice of helping leaders and organizations reach peak performance. Lisa integrates positive psychology with leadership best practices and delivers customized solutions to impact behavior and performance. She designs coaching programs to elevate a leaders' personal performance or delivers consulting projects that will achieve team or organizational business objectives.

