



The Jersey Shore Association for Human Resources is a SHRM affiliated chapter



Your Professional Presence and Brand: Building Impressions and Connections

Session: Want to increase your effectiveness in business partnerships and employee relations? Have you thought about how your presence affects your ability to influence business decisions? Do you wish to expand your coaching capacity to help employees become more effective leaders and managers? Whether you have a strategic or tactical HR agenda, your ability to deliver depends on your likeability and credibility. It your "brand" at work!

In this session, Michelle Tillis Lederman discusses how small tweaks make a big difference. She will help you determine you brand attributes, demonstrate the nuances of body language and word choice that will impact your professional presence. You will also learn how to strengthen the relationships in your network, expanding upon lessons from her book *The 11 Laws of Likability*.

Objectives For Each Participant:

1. Create a presence that stands out in the room.
2. Tweak your body language and word choice to shift perceptions and increase your influence.
3. Increase your HR professional presence to assist you in establishing strategic relationships with key individuals in the organization in order to influence organizational decision-making.
4. Establish and strengthen relationships/alliances with key individuals and outside organizations to assist in achieving the organization's strategic goals and objectives

About the Speaker: Michelle Tillis Lederman, PCC, (www.michelletillislederman.com), author of *The 11 Laws of Likability* and *Heroes Get Hired*, is the founder of Executive Essentials, a training company providing communications and leadership programs. Michelle has appeared on CBS, Money Watch, Fox 5, and over 100 radio shows nationwide including; Gayle King, NPR, and Martha Stewart Living. She has been quoted in the New York Times, Working Mother, US News & World Report, and Monster.com among others. She has been featured on USA Today, AOL, Forbes, CNBC, and About.com.

She received her BS from Lehigh University and her MBA from Columbia Business School. Connect with Michelle at [Twitter.com/mtlederman](https://twitter.com/mtlederman) or [Facebook.com/MichelleTillisLederman](https://facebook.com/MichelleTillisLederman).

This is also our annual Business Card Drawing gift giveaway meeting! Bring a gift – price and size don't matter and corporate swag works! Past donations have included gift baskets, gift cards and homemade baked goods. Put a business card in the basket even if you don't bring a gift and wait to see if you win! Drawing will be held at the conclusion of the speaker's presentation.

We also collect non-perishable food items and cash donations for the Foodbank of Monmouth and Ocean Counties at this meeting.

Date: Thursday, December 12, 2013

7:45am Doors open for breakfast & networking
8:30 AM Business portion of the meeting
9:00 AM – 10:00 AM Program

Jumping Brook Country Club
210 Jumping Brook Rd, Neptune NJ
(www.jumpingbrookcc.com)

RSVP by 4:00 PM on
Friday, December 6th
to avoid the \$10.00 late fee

online at <http://jsahr.shrm.org/events>
by contacting Kathi Evans, via e-mail at
jsahr.shrm@gmail.com
or JSAHR's voice mail (732) 270-5204

Registration Fee including breakfast

\$30 for JSAHR members,
\$40 for non-members,
\$25 for In-Transition & JSAHR Guests
\$10 for Students with valid ID
\$10 additional fee for walk-ins

No shows will be billed

Special Notice

This program is pending approval for 1 recertification credit hour toward PHR and SPHR recertification through the Human Resource Certification Institute (HRCI). For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org

This meeting sponsored by:



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