

Are you ready to step up and realise your full potential?

Ascend

A sphinx development day for senior women in business



Gain practical insights • Learn valuable skills • Just \$295 per person

Come along, learn new skills and be inspired into action by six of Australia's foremost educators & experts who will share their top tips to give you the confidence to take the next step up in your career

"What a great day with inspirational, intelligent, in control women! I have learnt so much personally and professional as well as having fun." - Beth Macdonald, Executive Assistant to GM, MLC

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***"Fantastic presenters and extremely relevant content – I took a lot away from each session. Probably one of the best investments I've made for my personal & professional development. I would highly recommend other women to attend these sessions to develop new skills & meet other fabulous women!"***

- Cathy Reber, VP – Head of Global Business Transformation, American Express



## **COMMUNICATION:** How to speak so that *he* will listen!

Candy Tymson - [www.tymson.com.au](http://www.tymson.com.au)

A Master of Human Resource Management & Coaching, Candy Tymson is renowned for her communication and persuasion skills and will provide practical, how-to tips for promoting yourself and selling your ideas effectively. She will highlight the kind of business language women should be using and share proven communications skills to give your ideas the best chance of being noticed.

*"One of our most cynical male colleagues described Candy's presentation as 'fresh & relevant'... that's a 10/10 as far as I am concerned." Director of Sales, Pharmaceutical company.*



## **PRODUCTIVITY:** Simple Strategies That Can Slash Your Workday by 40%

Lorraine Pirihi - [www.productivityqueen.com](http://www.productivityqueen.com)

Lorraine Pirihi is Australia's No. 1 Productivity Coach and the undisputed Productivity Queen and creator of 'The Productivity and Profit System'. She will show you how to finally get organised at work so you can have a life!

*"What an extremely valuable presentation. Lorraine's practical approach to getting organized, focused and on track in your business was full of simple and easy to implement ideas every business owner can implement. Take just one idea and you can easily double your productivity and generate more business. The audience loved her!"* Alison Bassoon, Businesswomen Unite



## **LEADERSHIP:** Proven strategies for leading in volatile times

Ricky Nowak - [www.ricky.nowak.com](http://www.ricky.nowak.com)

Ricky Nowak CSP, specialises in helping corporate leaders and their teams to make decisions with confidence and competence, while improving their effectiveness with their teams, stakeholders and staff. She will share practical, immediately effective business strategies applicable to all industries that will enable you to put fear and panic behind you and your people to get on with the job.

*"Feedback from our members was excellent, with comments on the presentation including 'best session ever' and 'powerfully demonstrated the message'."* Kylee McGrath, Convenor – Leaders in Chartered Accounting - ICAA



## **PERSONAL BRANDING:** How to create a positive first impression

Helen Robinett - [www.imagequest.com.au](http://www.imagequest.com.au)

Helen Robinett is Australia's favorite Image Advisor. Her ability to maximize the potential look and feel of individual personalities and corporate cultures is second to none. She will share practical, easy to apply personal branding strategies that emerging professional leaders need to know.

*"The presentation was full of energy and your flexible approach catered for the different needs of the team. A great experience that we will recommend to others!"* Elizabeth Nunez, Director Human Resources, Pitcher Partners



## **EXECUTION:** 5 steps for translating your ideas into tangible outcomes

Jen Dalitz - [www.jendalitz.com](http://www.jendalitz.com)

Jen Dalitz is an expert in implementing strategy and for 15 years she managed businesses, projects and change initiatives across a range of industries. She is a CPA and MBA, but credits her business success to the common sense she learned growing up on the land. Jen will share her 5-step project management framework to ensure you implement your next project or initiative successfully.

*"Jen has a great handle on how businesses run - big and small. She can find a way through the complexities and break issues into logical pieces, and then take a pragmatic approach to solving."* Kate McCallum, Principal, Multiforte Financial Services



## **RESILIENCE:** Maintaining personal power in a changing world

Noelene Dawes - [www.emotionalresilience.com.au](http://www.emotionalresilience.com.au)

Noelene Dawes helps leaders perform when the pressure is on through building and maintaining emotional resilience. She will share strategies for managing your own emotional resilience in these challenging times.

*"Trust and collaboration between team members improved markedly, leadership skills improved, agreed managerial team goals were set and met... and the ensuing professional growth energised both the direct report team and their downstream teams."* Gordon Sneddon, Executive Manager, E-Systems & Automation, Commlinsure EIT, Sydney, NSW



## **And your Master of Ceremonies**

Timothy Hyde - [www.timothyhyde.com](http://www.timothyhyde.com)

Timothy Hyde is a Motivational Humorist who uses his skills as a Magician, Actor, Educator & Speaker to entertain, educate and motivate. He'll keep us on time and entertained throughout the day.

*"Thanks for injecting the much needed humour and life into our CEO Event at the Gold Coast. Your sessions sure livened up the event."* Lee-Na Ang, Marketing Director, South Asia Pacific, AutoDesk

Proudly supported by:



# Ascend

*A sphinx development day for senior women in business*



Date: Friday 4<sup>th</sup> September, 2009  
Time: 9.00am - 5.00pm  
Venue: BT Financial Group, Level 24, 367 Collins Street, Melbourne  
Investment: \$295<sup>-00</sup> per person or \$2500<sup>-00</sup> per group of 10  
Morning tea, lunch, afternoon tea and handouts will be provided

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## About sphinxx

In ancient Greek mythology, the Sphinx had the head of a woman on the body of a lion. The perfect metaphor for women in leadership – and with a double-X to reflect the XX chromosome in the female genetic makeup – sphinxx is a community dedicated to advancing women as leaders.

sphinxx is about creating a place and an environment where women who mean business are the majority – a rare change for most women in leadership positions. sphinxx leaders are educated, experienced and motivated women holding senior roles in corporations or the public sector or are successful entrepreneurs who have launched their own companies. They are interested in pursuing their fullest potential and continually growing and learning and dealing with the challenges of their career and personal life.

At sphinxx we value the unique contribution that women leaders make to their workplaces and communities. We value organisations that appreciate the difference that women bring to the table; and who celebrate this difference rather than see it as something to be “fixed”. We value the lady and the lioness in every sphinxx leader and believe women leaders can be feminine and ferocious – it doesn’t have to be a trade off. And we value the determination of working women who dare to pursue the dream of “having it all” – even when the best laid plans are interrupted by personal and professional lives at cross purposes.

sphinxx is committed to supporting women in business by giving them the resources, tools, training and connections they need to succeed in their personal and professional endeavours. Find out more at [www.sphinxx.org](http://www.sphinxx.org)

## Register now to attend Ascend – a sphinxx development day for senior women in business

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Position: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Suburb: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Please charge my credit card for  \_\_\_\_\_ tickets @ \$295<sup>-00</sup> per person TOTAL \$ \_\_\_\_\_  
\* sphinxx members only \*  \_\_\_\_\_ tickets @ \$195<sup>-00</sup> per person TOTAL \$ \_\_\_\_\_  
 \_\_\_\_\_ group of 10 seats @ \$2,500<sup>-00</sup> TOTAL \$ \_\_\_\_\_

Visa  MasterCard  Amex  cheque (please attach) or  direct deposit (we will invoice with bank details)

Card Number:

Cardholder name: \_\_\_\_\_

Signature: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

How did you hear about us? \_\_\_\_\_ TH090904

**FAX BACK: 02 8003 9825 or email: [business@sphinxx.org](mailto:business@sphinxx.org)**