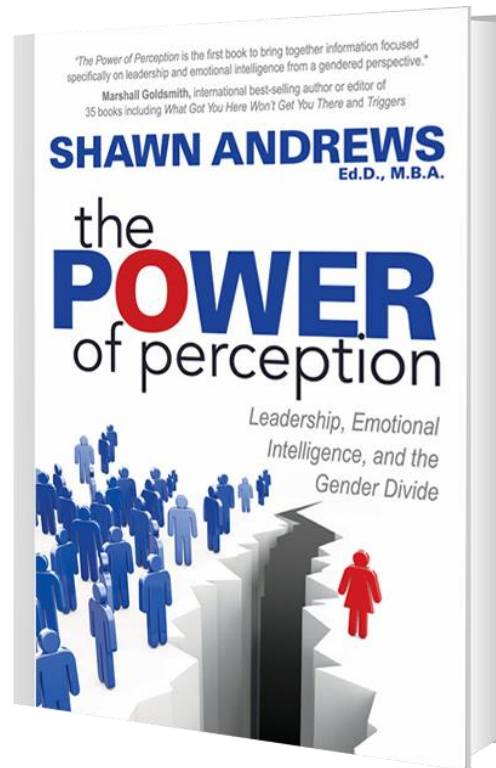


Media/Press Kit



The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide

Shawn Andrews, Ed.D., M.B.A.

DrShawnAndrews.com

This Media Kit provides information and resources to quickly share with the media and public for the purposes of purchasing and promoting *The Power of Perception*. For the most up-to-date activity about the book, including interviews, articles, and media exposure, please see the **Resources** page. In addition, there are several helpful meeting planner resources available on the **Book Shawn** page at drshawnandrews.com

E-book release date: December 2017

Available through over 1,800 different platforms, including Kindle for Amazon, iBookstores for Apple devices, and Nook for Barnes & Noble.

Paperback release date: March 2018

Available through Amazon.com and major bookstores, including Barnes & Noble, Books-A-Million, Chapters, and Powell's Books.

Audio book release date: June 2019

Available through Audible.com, Amazon.com and iTunes platforms. Unabridged audio book narrated by the author. Length: 9 hours and 44 minutes.

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A. Author Biography



Dr. Shawn Andrews is an international keynote speaker, organizational consultant, and author of the best-selling book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* (2018 Morgan James Publishing).

She's been a *Forbes* contributor, quoted in the *Chicago Tribune*, and interviewed on dozens of podcast and radio shows, including *NPR*.

Shawn has shared her ideas on the TEDx stage and has worked with over 100 companies across multiple industries, including the United Nations, Johnson and Johnson, Hewlett-Packard, U.S. Forest Service, National Diversity Council, Association for Talent Development, and Society for Human Resource Management.

With over two decades of corporate experience in the biopharmaceutical industry, she has helped thousands of leaders improve and develop using presentations, workshops, coaching, and psychological instruments. She is an accredited practitioner for EQ-i 2.0 and EQ 360 models and Insights Discovery Colors.

She serves as a professor at the UC Irvine Paul Merage School of Business, teaching courses on Women & Leadership and Organizational Behavior. Her specific areas of focus include Leadership and Gender, Diversity, Equity & Inclusion, Bias, and Emotional Intelligence.

Shawn earned her Ed.D. degree in Organizational Leadership and an M.B.A. degree from Pepperdine University, and a B.A. degree in Psychology from the University of California, Irvine.

She serves as Board President, Healthcare Businesswomen's Association Orange County, and is founder and CEO of Andrews Research International.

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C. Book Description

What does it take to overcome obstacles in the pursuit of your career? It's no secret that there's a tremendous leadership gender gap across all industries worldwide. Today, women still struggle to attain parity in leadership, while organizations struggle to leverage diversity and be more inclusive.

The Power of Perception serves as a practical guide to educate men, women and organizations on the barriers and misperceptions that keep women from fully contributing in the workplace. These include differences in leadership style and emotional intelligence, gender bias and stereotypes, and differences in gender culture which show up every day at work and home. The book also explores significant changes in global demographic trends and how our youngest generations are impacting the workplace.

The Power of Perception clearly illustrates the reasons that we don't see more women leading our global businesses. It has nothing to do with women's skills and competencies. It has everything to do with our perceptions of women as leaders, as workers, as mothers, and as wives. This perception has had, and is continuing to have, a significant impact on promotion for many women. Perception is reality—and it's powerful.

The book provides personal stories of women's journeys, real-world examples, and is based on the author's own research, as well as the research of many others. Every chapter includes practical, easy-to-apply strategies, summary points, and reflection questions to empower men, women and organizations to fully leverage talent and diversity.

Why is this book unique? It's the first book that addresses the global leadership gender gap by examining multiple barriers to advancement, along with gender culture, emotional intelligence, diversity and inclusion, and different generations. It's also the first book to provide actionable and practical strategies for each topic and integrate multiple constructs into one unifying theme—*The Power of Perception*.

D. Endorsements

"The Power of Perception is the first book to bring together information focused specifically on leadership and emotional intelligence from a gendered perspective. Dr. Shawn Andrews examines barriers to leadership and global diversity trends that impact today's workplace—and offers practical strategies for individuals and organizations. A fascinating and comprehensive must-read."

—**Marshall Goldsmith**, international best-selling author or editor of 35 books including *What Got You Here Won't Get You There* and *Triggers*

"If ever there was a time in history that cried out for women's leadership that time is now—and this book underscores why. Thoroughly researched and readable, Dr. Andrews

masterfully weaves together an understanding of leadership from the perspectives of the past, present and future. A great read.”

—**Lois P. Frankel, Ph.D.**, best-selling author of *See Jane Lead* and *Nice Girls Don't Get the Corner Office*

“*The Power of Perception* is comprehensive, full of actionable insights and profoundly inspiring. Dr. Andrews has done a superb job of showing how organizations can reap enormous benefits by harnessing the power of women’s emotional intelligence. This book is a must-read.”

—**Sally Helgesen**, best-selling author of *The Female Vision*, *The Web of Inclusion*, *The Female Advantage*, and *Thriving in 24/7*

“*The Power of Perception* is a powerful and compelling look at the subtle barriers women face every day, and beautifully describes how women’s leadership styles and emotional intelligence traits are naturally suited for today’s organizations.”

—**Gail Evans**, best-selling author of *Play Like a Man, Win Like a Woman* and *She Wins, You Win*

“It’s long past time to change the biases and eliminate the barriers that women face. This book offers useful insights on how to do that.”

—**Adam Grant, Ph.D.**, New York Times best-selling author of *Originals* and *Give and Take*

“At a time when there’s renewed interest in finally solving the gender parity problem, *The Power of Perception* offers fresh insights based on considerable research. Read this book to enhance the power of your perception.”

—**Carol Frohlinger**, President, Negotiating Women, Inc., author of *Her Place at the Table* and *Nice Girls Just Don't Get It*

"Anyone who wants to understand gender in the workplace should read this book. Dr. Shawn Andrews helps explain current realities, break down misconceptions, and illuminates a path forward that can lead to greater opportunity for individual professionals and better bottom-line results for companies."

—**Dorie Clark**, adjunct professor at Duke University's Fuqua School of Business, author of *Reinventing You* and *Stand Out*

“At last! A departure from fix-the-women strategies to a big picture overview of how to adapt twenty-first century business to the consequences of the gender revolution. Essential reading for leaders who want to boost sustainable performance by understanding the multiple perceptions at play.”

—**Avivah Wittenberg-Cox**, CEO, 20-first, author of *How Women Mean Business*

“A practical guide for any leader who is a woman who works to further her career.”

— **Frances R. Hesselbein**, President & CEO, The Frances Hesselbein Leadership Institute

“Dr. Shawn Andrews does a great job of shining a light on how the same emotional intelligence skills are seen differently in male and female leaders in *The Power of Perception*. She uses rich examples and provides her own original research with women leaders. She goes on to present strategies that all leaders should be aware of.”

—**Steven Stein, Ph.D.**, CEO, Multi-Health Systems, author of *The EQ Leader* and co-author of *The EQ Edge*

“Dr. Shawn Andrews has done a stellar job in invalidating the misconception that men make better leaders than women, by presenting compelling findings demonstrating that there are no gender differences among highly effective leaders in the corporate world. She confirms research findings that my colleagues and I have obtained, which have also shown that businesses led by women are often more profitable than those led by men.”

—**Reuven Bar-On, Ph.D.**, author of the EQ-i emotional intelligence assessment

“*The Power of Perception* gives both power and discernment to deepen our understanding of transactive management vs. transformative leadership. It is no surprise that women leaders may have a decided developmental edge when it comes to transformative leadership. Get this book to understand why; it’s a critical leadership book for both men and women leaders today!”

—**Kevin Cashman**, Senior Partner, CEO & Executive Development, Korn Ferry, best-selling author of *Leadership from the Inside Out* and *The Pause Principle*

“*The Power of Perception* tackles the gender divide head on and offers tangible solutions that empower versus blame. A must-read for the individual and those advancing their organization’s gender agenda.”

—**Laurie Cooke**, CEO, Healthcare Businesswomen’s Association

“Dr. Shawn Andrews is committed to developing talent and contributing new research to the study of leadership and emotional intelligence. We know that diversity in the workplace matters, and this book provides fresh insights about the power of perception, which is beneficial to all of us.”

—**Tony Bingham**, President and CEO, Association for Talent Development, co-author of *The New Social Learning* and *Presenting Learning*

E. Notable Clients/Industries

AbbVie

Association for Talent Development

Biogen

Bristol-Myers Squibb

Broadcom

Edwards Lifesciences

Experian
Gilead Sciences
GlaxoSmithKline
Glidewell Laboratories
Healthcare Businesswomen's Association
Hewlett-Packard
International Leadership Association
Janssen Pharmaceuticals/Johnson & Johnson
La Jolla Pharmaceutical Company
Manatt, Phelps and Phillips, LLC
Merck Group/Millipore Sigma
National Diversity Council
New Jersey Courts
New York Cancer & Blood Specialists
Professionals in Human Resources Association
Rust-Oleum
SAB Miller Brewing Company
Society for Human Resource Management
United Nations
United States Forest Service
United Therapeutics
Vizio

Top 3 Industries

1. Healthcare
2. Technology
3. Financial Services

F. Media Interview Topics

Leadership and gender (including leadership gender gap statistics)

Women in leadership or business

Gender culture differences (both hard-wired and socialized)

Emotional Intelligence

Perceptions of leaders

Barriers to leadership

Diversity, equity, and inclusion

Psychological safety

Global diversity trends

Biases

Generations in the workplace

Superpowers of men and women

Male allyship

G. Media Interview Questions (with approximate time for response)

What are the current statistics around the leadership gender gap? (2 min)

Where do we see the biggest leadership gaps? (1 min)

Are there any sectors where women dominate leadership? (2 min)

How are men and women wired differently? (2 min)

How are men and women raised differently? (3 min)

What impact do gender differences have in the workplace? (3 min)

What is emotional intelligence? (30 sec)

Why is emotional intelligence important? (30 sec)

How do men and women differ in their emotional intelligence? (2 min)

Are emotional intelligence gender differences hard-wired or socialized? (2 min)

How are women perceived differently from men at home and at work? (3 min)

What are some of the barriers to leadership for women? (3 min)

How can we address these barriers? (2-5 min)

What can we do to address differences in gender culture? (1 min)

What are the global diversity trends that we should be aware of? (2 min)

How does diversity and inclusion differ? (1 min)
How does equity and equality differ? (1 min)
What is psychological safety? (2 min)
How does psychological safety impact inclusion and belonging (2 min)
What can men do to support more women? (2 min)
What can CEOs do to ensure they are fully leveraging their talent? (2 min)
What can organizations do to be more inclusive? (3 min)
How do our youngest generations (Millennials and Gen Z) impact today's workplace? (2 min)
What do Millennials and Gen Z have in common with women? (2 min)
Will we ever close the leadership gender gap? (2 min)

H. Media Interviews (radio and podcast)

Radio

NPR (KVCR), David Fleming (July 2019)
Hire Power Radio Show & Podcast, Rick Girard (Sept 2018)
Smart Women Talk Radio, Katana Abbott (Sept 2018)
Talent Talk Radio, Chris Dyer (Sept 2018)
Critical Mass Radio Show, Richard Franz (April 2018)
The League of Professionals, Muriel Donnelly (Aug 2017)

Podcast

Beyond the Water Cooler, Lisa Lloyd (Jan 2023)
Finding Humanity Podcast, Harzami Barmada (Mar 2022)
Life Rebalanced Podcast, Lauren Hawekotte (Nov 2020)
The Quiet Warrior Show, Tom Dutta (April 2019)
Creative Warriors Talking Stick, Jeffrey Shaw (Sept 2018)
On the Schmooze, Robbie Samuels (Aug 2018)
Women's Leadership Success, Sabrina Braham (July 2018)
Women in Leadership, Angela Mezzetti (June 2018)

The Talent Grow Show, Halelly Azulay (April 2018)
Hidden Strengths, Mike X Huang (March 2018)
Hack Your Emotional Intelligence, Jared Levenson (March 2018)
Leaders of Transformation, Nicole Jansen (March 2018)
The Emotionally Intelligent Recruiter, Caroline Stokes (Oct 2017)
Live Transformational Talk Show, Mary Giuliani (March 2017)

I. Published Articles

FOCUS on Training Magazine – What’s the Missing DEI Puzzle Piece? Men (June 2023)

Orange Coast Magazine – On the Market/Wisdom from an Instructor (March 2022)

Diversity Woman Magazine - Develop Your Career Superpowers: 10 Essential Qualities for Success - by Kimberly Olson (interviewed as gender expert) (Winter 2021)

FOCUS Magazine (feature article) - How to Create a Boomer-Millennial Dream Team (Fall 2020)

Forbes – How Culture Impacts Our Value of Women (April 6, 2020)

Forbes – Why Women Don’t Always Support Other Women (Jan 21, 2020)

Forbes – Leadership, Gender and the Power of In-Group Bias (Nov 21, 2019)

Forbes - Are men and women equally emotionally intelligent? (Oct 9, 2019)

Chicago Tribune (quoted as gender expert) - What do Cardi B and one Chicago aldermanic candidate have in common? A hip-hop controversy – by Cindy Dampier (May 29, 2019)

Workforce.com - The Business Case for Emotional Intelligence (September 18, 2018)

Training Industry Magazine (D&I column) - Inclusive Workplace Practices (Sept/Oct 2017)

Training Industry Magazine (D&I column) - Hungry for Hands-on Experience (July/Aug 2017)

Training Industry Magazine (D&I column) - The Leadership Gender Gap (May/June 2017)

Training Industry Magazine (D&I column) - The Business Case for D&I (Mar/April 2017)

TD Magazine (cover story) - Leveling the Playing Field: What the talent development function can do to prepare, promote and develop women in leadership (Spring 2017)

Training Industry Magazine (D&I column) - Hidden Biases Hinder our Success (Nov/Dec 2016)

FOCUS Magazine (feature article) - Overcoming Hidden Biases that Hinder our Success (Winter 2016)

ATD (Career Development blog) - The Power of Perception: Leadership, Emotional Intelligence and Gender (Aug 18, 2016)

Training Industry Magazine - Gender Barriers and Solutions to Leadership (Summer 2016)

ATD (Global Human Resource Development blog) - What Global Talent Leaders Need to Know About Hidden Biases That Hinder Success (May 3, 2016)

Training Industry Magazine - Trends Across the Spectrum (Winter 2015)

FOCUS Magazine - Communities of Practice: Learning in Action (Summer 2014)

ATD (blog) - Mars and Venus in the Workplace (April 25, 2014)

ATD (blog) - The Gender Leadership Gap (April 10, 2014)

FOCUS Magazine - EQ and You: Building Leaders (Spring 2014)

Training Industry Magazine - Women, Leadership and Emotional Intelligence (Winter 2014) **Distinguished by Training Industry as “Top 10 Most Read Articles of 2014”**

Training Industry Magazine - Gender Communications in the Workplace (Summer 2013) **Distinguished by Training Industry as “Top 10 Most Read Articles of 2013”**

Training Industry Magazine - Expert Education: Training, Technology and SMEs (Fall 2012)

J. Speaking Topics (with descriptions & objectives)

Dr. Shawn Andrews presents to a wide array of audiences, including human resources, healthcare, technology, financial, legal, government, industrials, learning and development, and talent management. Her expertise centers on leadership, gender, emotional intelligence, bias, diversity, equity, inclusion, multi-generations, and communication skills.

The 13 topics below are separated into 4 broad categories —

Leadership and Gender (4 topics)

Bias and Diversity (3 topics)

Emotional Intelligence (3 topics)

Insights Communication Skills (3 topics)

Signature Keynote - combines topics into one presentation

Known for her engaging and insightful talks, Shawn’s audiences learn how to get the most out of their career and their organizations and leave feeling empowered to act and make an impact. She is one of few female keynote speakers that blend a research-based message with the high-energy delivery required to inspire big audiences.

Shawn provides *Presentations (60-90 minutes)* and *Training Workshops (2-4 hours)* on the topics listed below, including *in-person* and *virtual delivery*. She can also combine topics and create a *custom* program to meet the client’s needs.

SIGNATURE KEYNOTE

The Rhythm of Diversity, Equity & Inclusion (DEI)

Dr. Shawn Andrews is the pioneer of the Rhythm of DEI, a breakthrough approach to help businesses enhance their leadership effectiveness, culture, and talent management. Through her 4-pillar system, Dr. Andrews helps organizations eradicate biases and microaggressions, drive inclusivity, tap their talent, and cultivate great leaders.

Given her life-long experience as a drummer, music serves as a fun, relevant, and unifying theme throughout. A drum is not meant to be hit once and done, it’s meant to be played. DEI is the same. It should not be a one and done activity, but a continual engagement where people, purpose, and performance are all in rhythm.

Pillar 1 – The Silent Beat of Bias – What holds you back in your career? Bias is a deep-seated resistance to the “different”. We all have biases based on our upbringing, background, religion, the media we consume, etc. The real issue with bias is that it affects how we interact with one another and leads to ill-informed and suboptimal decisions. This pillar helps you minimize bias in people and processes.

Pillar 2 – Driving DEI – Is your culture diverse and inclusive? As a global society, we are becoming more diverse every day. Today, many companies are striving to be more diverse & inclusive but are falling short. Why? Because most companies are not doing the right kinds of activities, not doing enough activities, or are only addressing one piece of the issue. Programs and policies are great, but inclusion is always demonstrated in behaviors. This pillar shows you how to attract and keep talent by boosting the benefits of diversity and equity.

Pillar 3 – Tap into Gender – Are you effectively managing your talent? All your talent? The reason we do not see more women leading our global businesses has nothing to do with skills, knowledge, or competencies. It has everything to do with our perceptions of women as leaders, workers, mothers, and wives. This pillar explores the top barriers for women and how to address them.

Pillar 4 – Embrace EQ – Is your leadership gender balanced? Emotional intelligence assessments have found men and women to have different EQ strengths. These differences and perceptions often advantage men and disadvantage women at work. This pillar outlines the ideal profile of great leaders.

LEADERSHIP AND GENDER

The Power of Perception: Leadership, Emotional Intelligence and Gender (Book Topic)

Organizations that want to perform at the highest levels and be competitive in their industry must effectively leverage their leadership talent. Yet, in nearly all companies, a leadership gender gap persists. Pervasive and systemic barriers often keep women from advancing.

In addition, research has identified an individual's emotional intelligence (EQ) as a key aspect and driver of leadership effectiveness. EQ assessment have found men and women to be strong in different areas. These differences often advantage men and disadvantage women at work and can lead to very different outcomes.

Finally, men and women are raised in different cultures. It begins at birth and carries into the workplace as adults. As a result, we approach virtually every aspect of business differently. Different approaches result in different perceptions, which have a significant impact on promotion.

Understanding the power of perception can dramatically improve your career advancement and help men and women work better together. Building on her best-selling book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide*, Dr. Andrews will address the latest research on these topics and share practical strategies you can apply to boost your career.

During this interactive presentation, you will learn how to:

- Examine barriers that contribute to the leadership gender gap
- Identify emotional intelligence attributes and their impact on leadership
- Leverage gender differences (hard-wired & socialized) which show up every day at work and home
- Apply knowledge and tactics to improve career advancement

How and Why Women Hold Themselves Back

(And What to Do About It)

Why do women sometimes hold themselves back? The answer is not a simple one. There are various ways (and reasons) that women sometimes limit their own career. In this presentation, we will discuss the types of roles women take on, office politics, and a common behavior called "office housework."

We will explore the language women use that can drain power and how we communicate with our bosses, colleagues, and customers. We will talk about confidence, assertiveness, and fear and how these can impact behavior for many women. Finally, we will explore how women bargain and negotiate differently than men.

Join the conversation with Dr. Shawn Andrews to learn how to push past these limiting behaviors and allow yourself to shine.

During this interactive presentation, you will learn how to:

- Explore roles that women take on and how they impact perception
- Identify language and verbal techniques which drain power
- Leverage confidence, assertiveness, and fear to your advantage
- Apply knowledge and tactics to improve career advancement

7 Superpowers of Women at Work

Want to thrive in your career? Be promoted? Be in a leadership role? Turns out, there are 7 key qualities distinct to each gender that serve them well. These qualities stem from how our brains are hard-wired and how we're socialized to behave as men and women in society.

These 7 superpowers can help women bring the right skills and mindset to the job - and help power your career. Fortunately, most of these skills are innate. Even if some are not your strong suit, the good news is that ALL can be developed and leveraged.

Join leadership and gender expert, Dr. Shawn Andrews, as she explains the 7 superpowers specific to women: transformational leadership, divergent problem solving, communication skills, empathy, interpersonal relationships, intuition, and grit/resilience.

During this interactive presentation, you will learn how to:

- Identify the 7 superpowers of women at work
- Explore what they are and how they contribute to success
- Leverage the benefits of each and capitalize on your natural strengths and abilities
- Apply these superpowers to enhance both your work and life

7 Superpowers of Men at Work

Want to thrive in your career? Be promoted? Be in a leadership role? Turns out, there are 7 key qualities distinct to each gender that serve them well. These qualities stem from how our brains are hard-wired and how we're socialized to behave as men and women in society.

These 7 superpowers can help men bring the right skills and mindset to the job. Fortunately, most of these skills are innate. Even if some are not your strong suit, the good news is that ALL can be developed and leveraged.

Join leadership and gender expert, Dr. Shawn Andrews, as she explains the 7 superpowers specific to men: transactional leadership, risk-taking, confidence, assertiveness, stress tolerance, convergent problem solving, and decisiveness.

During this interactive presentation, you will learn how to:

- Identify the 7 superpowers of men at work
- Explore what they are and how they contribute to success
- Leverage the benefits of each and capitalize on your natural strengths and abilities
- Apply these superpowers to enhance both your work and life

BIAS AND DIVERSITY

Overcoming Hidden Biases that Hinder Our Success

By now, most of us know that unconscious biases affect the workplace. These hidden, reflexive preferences shape our world views and can profoundly affect how welcoming and open a workplace is to different people and ideas. These predispositions shape the decisions we make

by affecting the way we interpret information and how we interact with others—significantly impacting a whole host of organizational processes from recruitment to retention.

At the same time, we are experiencing significant shifts in global demographic trends which impact age, race, ethnicity, gender, religion, and LGBTQ employees. There is no doubt that our workplace is becoming more diverse, which increases the potential for more biases towards our colleagues and clients.

Customized bias scenarios (based on your audience) and real-world cases and examples will be discussed. Several individual and organizational strategies to minimize bias will be provided.

During this interactive presentation, you will learn how to:

- Identify different types, causes and impact of bias at work
- Explore the impact of global demographic trends on diversity and bias
- Utilize case studies and stories to communicate potential biases
- Apply individual and organizational strategies to minimize bias

Driving DEI: Inclusive Workplace Strategies

As a global society, we are becoming more diverse every day. Today, many companies are striving to be more diverse and inclusive but are falling short. Why? Because most companies are not doing the right kinds of activities, not doing enough activities, or are only addressing one piece of the issue.

DEI initiatives can be compared to Maslow's hierarchy of needs. Diversity awareness starts at the bottom and sets the foundation, then as organization's progress they move to active diversity management and evolve to become inclusive at the top of the pyramid. If an organization sets out to be inclusive and equitable from the start, then diversity will naturally follow.

This presentation is focused on helping organizations leverage inclusion to get the benefits of diversity. Neuroscience aspects to creating inclusion and building safe teams will be discussed, as well as helping people understand the power of micro aggressions.

During this interactive presentation, you will learn how to:

- Appreciate the difference between diversity, equity, inclusion, and belonging
- Explore the impact of microaggressions
- Learn how inclusion and psychological safety impacts teams
- Apply proven strategies to develop an inclusive culture

Overcoming Bias and Ageism: Creating a Boomer-Millennial Dream Team

Unconscious biases shape the decisions we make by affecting the way we interpret information and how we interact with others—thus significantly impacting who gets hired. In addition, we have more age diversity in the workforce than ever before and now have five generations working side-by-side—which can be a challenge to navigate.

During this interactive presentation, you will learn about bias (especially ageism) and how it impacts how we work together. We will also discuss the strengths of each generation, and how you can create a Boomer-Millennial dream team.

During this interactive presentation, you will learn how to:

- Explore how global diversity trends are shaping the workforce
- Identify types and causes of bias, and the impact of ageism at work
- Leverage the strengths of each generation
- Create a Boomer-Millennial dream team

EMOTIONAL INTELLIGENCE

EQ and You: Building Success Through Emotional Intelligence

Did you know that a leader's ability to manage emotions and interact successfully with colleagues at all levels of an organization is directly linked to that leader's ability to achieve the highest performance potential?

Research has identified an individual's EQ as a key aspect and driver of leadership effectiveness. But it does not just stop at leaders. EQ has been shown to be a key differentiator between good and great performance for both individuals and teams, and unlike IQ, EQ can be improved.

A systematic and committed approach is necessary to build emotionally competent organizations. A strategic cycle of assessment, learning, practice, and feedback over time will enable employees to build competencies that can help develop high-performing teams and leaders.

During this interactive presentation, you will learn how to:

- Examine the importance of EQ in the workplace
- Appreciate differences in EQ and gender

- Leverage the neuroscience impact of EQ and psychological safety on teams
- Explore the impact of EQ on leadership
- Apply practical strategies to improve EQ competencies

How to Leverage Emotional Intelligence During Change

Emotional Intelligence (EQ) is the ability to perceive and express emotions, understand, and reason with emotion, and regulate emotion in self and others.

EQ has been shown to be a key differentiator between good and great performance for both individuals and teams, and unlike IQ, EQ can be improved. These skills are critical in helping us cope during organizational change or any crisis, including global pandemics such as COVID-19. How we make decisions, show empathy, relate to other people, and express our own needs will determine how well we deal with changes.

We will discuss what EQ is, how it impacts us both personally and professionally, and how we can leverage it during times of stress.

During this interactive presentation, you will learn how to:

- Leverage the EQ competencies most important in coping with change
- Explore the impact of EQ on leadership and teams
- Differentiate between teams with high EQ and teams with low EQ
- Apply practical strategies to improve these critical EQ competencies

Hiring for EQ: How to Select Employees with High Emotional Intelligence

Have you ever made a hiring mistake? We all have. Candidates may look great on paper, but once on the job we realize that they lack critical skills that enable them to work effectively with others.

In this presentation, Dr. Shawn Andrews will discuss the importance of key emotional intelligence skills and the bottom-line impact of having talented people with high EQ at all levels of an organization.

She will discuss the neuroscience behind EQ and teams and provide a behavioral framework for hiring. In addition, your team will receive behavioral interviewing tips and tools they can use to select for high emotional intelligence, including the opportunity to access more than one hundred interview questions based on EQ competencies.

During this interactive presentation, you will learn how to:

- Identify the most important EQ skills for the job
- Assess the level of EQ during the interview process using a behavioral framework
- Apply tips and tools to select employees with high EQ
- Improve the most important EQ skills based on specific jobs

INSIGHTS LEARNING SYSTEM

Insights Discovery Colors – Foundational Workshop

The origins of personality trait theory date back to ancient Greece and Hippocrates. Hippocrates observed four distinct groups of characteristics, which he labeled the ‘four humours’. He determined that once he could identify what type of ‘humour’ a person had, he could predict their likely behavior.

Many researchers have subsequently expanded on this knowledge, and Insights has built on the extensive work of Swiss Psychologist Dr. Carl Jung to develop the Insights Discovery Learning System.

This system uses four distinct color energies (Fiery Red, Sunshine Yellow, Earth Green, and Cool Blue) which you can apply in your daily life to help you understand why you behave in the way you do, and why other people might behave differently. This foundational training workshop is designed to help you improve your effectiveness as an individual, in teams, in organizations, and in leadership.

I have had the opportunity of participating in other major personality trait-based learning programs (Myers-Briggs, Social Styles, and DiSC) and have found Insights Discovery Colors to be the most practical, applicable, and easy to use on a daily basis.

During this interactive workshop, you will learn how to:

- Recognize differences and identify the unique culture of your team
- Explore team goals, challenges, communication styles, and values
- Focus on individual team member strengths (not on weaknesses)
- Apply practical uses of colors, such as non-verbal communication, interactions, work environment, listening, and emailing
- Appreciate your team’s color diversity

Insights Discovery Colors - Team Effectiveness

This workshop focuses on employees in specific teams or departments and will address issues and challenges most critical to team success.

This workshop is ideal if you want to:

- Identify your team's strengths and challenges
- Create space for open and honest dialogue within the team
- Overcome an obstacle that is holding the team back
- Develop action plans for continuous improvement

The Insights Team Effectiveness wheel and materials for this workshop are different from the Insights Discovery workshop. The team-oriented wheel focuses on 8 areas - results orientation, shared purpose, agility, collaboration, trust, cohesion, working methods, and measurement. These areas are explored through a variety of exercises and discussion with the group, in a fun and interactive format.

Insights Discovery Colors - Leadership Effectiveness

This workshop focuses on employees in leadership roles, from front-line supervisors to senior executives. It will inspire your leaders to lead with vision, passion, and integrity. It offers practical solutions which help leaders really understand their leadership strengths, and how they can leverage those to improve the performance of the entire organization.

This transformational leadership workshop is ideal if you want to:

- Develop leadership teams that inspire people around them to excel, even in challenging times
- Understand leadership strengths and weaknesses and plan for higher levels of performance
- Help your leaders adapt their approach to motivate and inspire a diverse organization

The Insights Transformational Leadership wheel and materials for this workshop are different from the Insights Discovery workshop. The leadership-oriented wheel focuses on 4 major areas – visionary leadership, relational leadership, centered leadership, and results leadership. These areas are explored through a variety of exercises and discussion with the group, in a fun and interactive format.

K. Press Release (original)

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****FOR IMMEDIATE RELEASE****

Addressing the Global Leadership Gender Gap

NEW YORK—MARCH 6, 2018—Morgan James's new release, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* by Dr. Shawn Andrews, explains the differences in gender culture that often hinder a woman's impact in the workplace. An expert in the fields of diversity and organizational leadership, Dr. Andrews provides a practical guide for men, women, and organizations to acknowledge and overcome the barriers women face in business.

Women make up more than half of the U.S. workforce, yet nearly every major corporation is led by a man. Women are statistically more educated than men, and thus just as qualified for these roles, yet there is still a gender gap. *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* examines the reasons why more women are not found in positions of leadership within various organizations. From differences in leadership style and emotional intelligence, to societal stereotypes and gender bias, Andrews provides an in-depth look at gender equality in the business world. She also explores significant changes in global demographic trends and what our youngest generations have in common with women, for a glimpse into the future of business.

The fight for gender parity and women's rights has come a long way in the last century, but there is still much progress to be made. In *The Power of Perception*, Dr. Andrews offers personal stories of women's journeys and real-life examples, as well as sharing her own research and experience. She also offers practical steps that organizations can take to close the gender gap and begin to recognize women for their contribution and leadership potential in the workplace.

The disparity in global leadership will never be balanced until the perception of women in both the workplace and in society is shifted to recognize their authentic value and strengths. Dr. Shawn Andrews leads the way and paves the path to true equality in *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide*.

If you would like more information about this topic, or to schedule an interview with Dr. Shawn Andrews, please call 714.367.6063.

About the Author:

Dr. Shawn Andrews is a professional speaker, an organizational consultant, and the founder and CEO of Andrews Research International. She earned her Ed.D. degree in Organizational Leadership from Pepperdine University, an M.B.A. degree from Pepperdine University, and a B.A. degree in Psychology from University of California, Irvine. Dr. Andrews serves as adjunct professor at Pepperdine University's Graziadio School of Business and Management, where she teaches courses on Organizational Behavior, Women in Leadership, Diversity in Organizations, and Leadership and Ethics. She is the Diversity & Inclusion columnist for Training Industry magazine,

and a frequent contributor to the publications of the Association for Talent Development, Life Sciences Trainers & Educators Network, and Training Industry. Dr. Andrews currently resides in Orange Country, CA. (www.DrShawnAndrews.com)

More About This Title:

The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide by Shawn Andrews, will be released by Morgan James Publishing on March 6, 2018. *The Power of Perception*—ISBN 9781683505792—has 356 pages and is being sold as a trade paperback for \$19.95.

About Morgan James Publishing:

Morgan James publishes trade quality titles designed to educate, encourage, inspire, or entertain readers with current, consistent, relevant topics that are available everywhere books are sold. (www.MorganJamesPublishing.com)

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