



Paula Brown Stafford & Lisa T. Grimes

Authors | Speakers | Coaches | Workshop Leaders
for professional women and men working with women

Why Paula and Lisa?

What if you could tap into the career wisdom of two highly respected executives? If you could pull up a chair and listen, what collective advice would they offer? Available for keynotes, coaching, and customized workshop facilitation, Paula and Lisa offer professional women meaningful insights across a variety of areas – advice they wish they had known at the outset of their careers. They provide professional women seeking success, balance, and fulfillment with immediate steps to more fully experience all three in their careers and personal lives. They also offer insights for men who want to better understand and more effectively leverage the different perspectives and approaches of women.

Most Requested Speaking and Workshop Topics:

Complementing Beats Competing
Building Your Brand and Packaging Your Potential
Authentically Leading and Following
The Juggling Act – Creating Balance
Hers & His: Putting Our Differences to Work

Additional Topics:

Be YOU: Why It Matters
Empowered by Change
Delivering “X-Plus”
Building an Authentic Network
Adversity Builds Character
Mentoring: An Investment in YOU
Power in Serving



Paula's and Lisa's Backgrounds

Paula and Lisa are proven C-level executives whose collective career experience spans more than six decades. Together they co-founded Habergeon LLC, a management consulting firm offering executive solutions, keynote speaking, customized workshops, and coaching. Their first book for professionals, *Remember Who You Are: Achieve Success. Create Balance. Experience Fulfillment.*, is being published by Morgan James and is available at book.habergeon.com.



Paula helped build the contract research organization (CRO) industry and the preeminent CRO, Quintiles. During her 30 years with Quintiles, she served as a board observer and member of its executive committee as well as president of clinical development (its largest division with responsibility for 22,000 employees) and as founder of Quintiles' Women Inspired Network. Paula serves as a board member of Health Decisions and is a board member and chief development officer for Novan (NASDAQ: NOVN). She has been recognized by FierceBiotech as one of the top ten women in biotech; honored with a Distinguished Alumna Award from her alma mater, the University of North Carolina at Chapel Hill; and is a past recipient of *Triangle Business Journal's* "Women in Business" award. Paula graduated with degrees in biostatistics from the University of North Carolina at Chapel Hill.



Lisa is a dynamic leader and seasoned entrepreneur having spent 32 years in a variety of executive management and business development roles. Since 2013, she has served as CEO of PurThread Technologies, an antimicrobial textile company. Lisa also served as CEO for several healthcare companies, including InSite Clinical Trials (sold to United Healthcare) and AcSentient (sold to ISTA). Her background includes positions with GSK and PPDI, where she began her entrepreneurial career as an early member of its senior management team, leading global sales. Active in her community, Lisa serves on several boards, including the Fill Your Bucket List Foundation. She is a past recipient of *Triangle Business Journal's* "Women in Business" and *Cary Magazine's* "Women of Western Wake" awards. Lisa graduated with a degree in pharmacy from the University of North Carolina at Chapel Hill.

Most Requested Topics

For Keynote Addresses, Panel Discussions, and Customized Workshops

Paula and Lisa welcome the opportunity to share insights and personal experiences on a variety of themes and speak to audiences of all sizes. They most frequently address the following:

Complementing Beats Competing: Women possess an intuition and emotional intelligence that offer great value to their organizations. But whether we acknowledge it or not, women can be their own worst enemies when it comes to career growth and advancement. The list of creative and unkind ways women can compete with one another is shamefully long. But when women choose to complement, their lives improve. And yes, women and the organizations they work for will be more successful. Paula and Lisa discuss how women can make meaningful change and experience the satisfying benefits of complementing one another.

Building Your Brand and Packaging Your Potential: Your personal brand is the core of who you are, not unlike your company's brand or core values. Your brand is your reputation. It is what you project to others. People's opinions and expectations of you will be defined by what kind of person they believe you to be. YOU determine your own unique brand – instead of letting others build it for you. Paula and Lisa share practical steps for discovering and then confidently sharing your unique brand. When your brand and career goals align, they can take you to new heights.

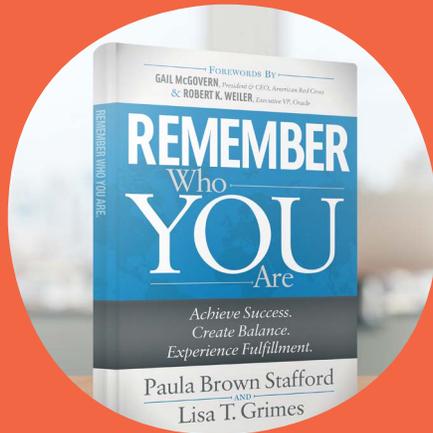
Authentically Leading and Following: “It is true that an organization is only as good as its leaders. It is also only as good as its followers,” professor John McCallum is noted as saying. Paula and Lisa couldn't agree more. During their careers, they identified twelve traits as central to achieving both authentic leadership and followership. Paula and Lisa explore these dozen traits in detail, offering real-life examples of how

each directly contributes to an organization's overall health as well as an employee's ability to experience success, balance, and fulfillment.

The Juggling Act – Creating Balance: Many professional women agree their lives often resemble a three-ring circus. At any given time, they can be flanked by a high-flying trapeze act in one ring and daredevil stunts in another, while in that third ring stands their personal life: Wife. Mom. Friend. Volunteer. What about faith and health? Regardless, we are the juggler, with four, five or six balls being tossed in the air. And it's a daily (sometimes hourly) challenge to live according to our priorities. But if we don't, the tyranny of the urgent takes control, and the balance we seek remains beyond our grasp. Paula and Lisa share unique ways they approached “The Juggling Act” during their 30-year careers and offer encouragement, ideas, and motivation.

Hers & His – Putting Our Differences to Work: Women and men think, behave, and work differently – sometimes the differences may be subtle while other times they are much more obvious. Regardless, men and women are wired uniquely. The way women approach a situation or communicate makes perfect sense to them, but to their male counterparts, it may not be perceived similarly. How do we take advantage of the differences? The answer begins with understanding. Resist the temptation to fit everyone into the same mold and instead appreciate the value of dissimilar perspectives. Be mindful of distinct strengths. Recognize nuances. With understanding, we can then begin to identify ways to leverage our differences for greater impact, ultimately experiencing the rewards that follow.





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