



# DIVERSITY & INCLUSION GROUP

northeastern wisconsin chapter

## March/April 2020 Newsletter Update

Thank you to Baker Tilly for hosting the February Diversity & Inclusion Event presented by Women's Leadership Coaching!



### Webinar Summary

*Perception is the copilot to reality. How people perceive you will directly impact how they deal with you.*

*Be authentic about your own leadership style. Don't try and change it. Own it. Communicate it. Put a brand on it. Put a value on it.*

The featured topic was "Reimagine Your Leadership Brand" presented by Jo Miller, CEO – Be Leaderly.

Your brand is what people say about you when you're not in the room.

- Everyone has a brand.
- Most people have one by default.
- Yours must be built by design.
- Decisions are made about you when you're not in the room. Make sure your brand speaks for you.

### You Do You

- Own your leadership strengths.
- We are often so focused on trying to fix our weaknesses that we neglect to nurture our strengths.
- Strengths are vastly underleveraged

### What's Your Superpower?

- Claim your leadership niche
- Your leadership niche is a combination of strengths, values, and passions

### Boss Up Your Brand

- Up-level how you're perceived
- Make your brand scalable
- Your brand must evolve as you develop your career

To view the presentation materials please click on the following link: <https://feinew.org/page-8689/8774894>

In order to do our part with social distancing at this most unusual time, we have cancelled the April 28, 2020 Diversity & Inclusion Lunch & Learn Webinar Event. We plan to resume events with the Diversity & Inclusion webinar in June (on 6/30/20). Please see next Diversity & Inclusion Event on page 3 for more information.

# March/April 2020 Newsletter Update – Continued

## \*Recommended Reading Selections



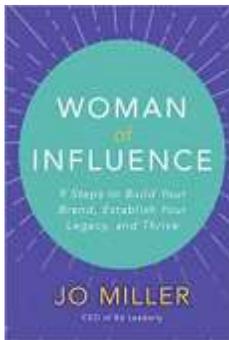
### ***The Visible Expert***

**Authors: Lee W Frederiksen, Elizabeth Harr, & Sylvia S. Montgomery**

What does it take to become a well-known expert in your field - someone other practitioners and the media seek out for leadership and insight? We call these stars Visible Experts<sup>SM</sup>. And becoming one is easier than it looks. In this research-based book, you will learn how you or your colleagues can become Visible Experts and leverage this status to drive significant new growth and profits for your firm. You will discover which tools and techniques you need to build your reputation and ascend to prominence. And you will hear from real experts from across the professional services who have climbed from obscurity to the peak of their profession.

The Visible Expert is the essential manual for any individual or firm that is ready to take their expertise to the highest level. Based on interviews with over 1,000 experts and buyers of their services, this book will take you higher, faster.

[Click here](#) to read the complete book summary and also explore purchase options.



### ***Woman of Influence: 9 Steps to Build Your Brand, Establish Your Legacy, and Thrive***

**Author: Jo Miller**

Have you ever felt like your organization's best-kept secret? Are you the go-to person for work that downplays your potential? Do you want to hone your leadership skills while still staying true to who you are? If you answered yes to any of these questions, or if your reputation as a standout contributor is not translating into career advancement, *Woman of Influence* is for you.

With more than two decades of experience working with hundreds of thousands of women and clients including eBay, GM, Microsoft, and more, Be Leaderly CEO Jo Miller has the strategies, stories, and research to help women shift their focus from doing to leading. In *Woman of Influence*, she provides a practical, hands-on roadmap that walks you through 9 specific steps to build your brand, establish your legacy, and thrive. Each step is reinforced with self-assessments, inspiring exercises, and checklists that have been road-tested by tens of thousands of professional women.

[Click here](#) to read the complete book summary and also explore purchase options.

\*Additional articles are available with our webinar subscription to Women's Leadership Coaching:

<http://www.beleaderly.com>

# March/April 2020 Newsletter Update – Continued

## Next Diversity & Inclusion Group Event

1. **Tuesday, June 30, 2020 | | 11:45 AM – 1:15 PM**  
**Women’s Leadership Coaching Webinar | Hosted by BMO**  
**Topic: Mobilize Your Support Network**  
**The Docking Station | 111 North Broadway | Green Bay | WI | 54303**

### Summary

Developing strong relationships is not only part of your job, it is the real work of leadership. People do not follow a title. They follow a person whom they trust, respect, and believe in. In this webinar, we’ll look at why trust is the foundation for influence, how to create a strategic networking plan, and five categories of people who make up a well-rounded network of collaborators and allies.

### Speaker

Jo Miller | CEO | Be Leaderly. [Click here](#) to register for this event!

2. **2020 FUSION EVENT**

Mark Your Calendars! The 2020 FUSION information has been confirmed as follows:

**Date:** Tuesday, September 22, 2020  
**Speaker:** [Carey Lohrenz](#)  
**Location:** Fox Cities Performing Arts Center (PAC) | Downtown Appleton  
**Time:** 1:00 – 5:00 PM (exact timeline to be confirmed at a later date)

Once additional information is provided by the 2020 FUSION event planning committee, registration will be available (likely sometime in late May).

---

### What is the FEI Diversity & Inclusion Group?

FEI National continues to encourage local chapters to focus on diversity within our membership. Women executives face a unique set of challenges in balancing their careers and personal lives. This special interest group is focused on exploiting the talents of individuals and creating opportunities to improve personally and professionally. As a result, we hope to increase membership engagement in our chapter and create additional ways for our female members to find value in the FEI experience

### Diversity & Inclusion Group events are open to the following individuals:

- Members of the FEI NE Wisconsin Chapter
- Managers and executives within an FEI Member’s Company
- Representatives of our strategic partner companies
- Prospective chapter members
- Guests of any of the above
- While some event topics are geared toward women, men are welcome and encouraged to attend & participate



**Jill Bean**  
Diversity & Inclusion Group Chair  
[jill.bean@foth.com](mailto:jill.bean@foth.com)