

LAUREL HERMAN



As a successful entrepreneur, author, commentator and spokesperson, Laurel is a recognised authority on a variety of subjects affecting the lives of women. These include the issues around personal effectiveness - impact and influence, gravitas, networking and non-verbal behaviour; image, style and wardrobe and life-changes like divorce, mid-life, life balance and relationships.

An accomplished and inspiring speaker, her contribution ranges from a keynote speech, after dinner/lunch or roundtable talk to a workshop, seminar or masterclass. Her years of unparalleled experience working with women equally qualify her to take the role of presenter, ambassador, facilitator or panellist.

Laurel regularly participates in conferences that focus on issues like women's leadership, work return, relocation, equality and diversity. She also creates and hosts customised enjoyable 'events' for Positive Presence which on occasions may have a chat-show format or include a team of other relevant experts. Sometimes, she is invited just to tell her own story or to give advice as motivation and inspiration to others!

Some popular titles

YOU are your own Best Business Card

Having Impact means... being noticed, listened to, taken seriously, respected and remembered positively. The logo, brochure & website are important but when *you* walk in the door, it is *you* who wins or loses the deal, the job or whatever else is at stake.

First Impression Impact

At our first encounter with others, research proves we instantly make significant judgements about them - rightly or wrongly - and that we rarely change those decisions. Ensure that others perception of *you* is what *you* would want.

The *intelligent* Wardrobe that Works

Whether working or not, you can get on with your life knowing that you always have the right thing to wear and know how to wear it. Smart Casual, Business Appropriate and Capsule Dressing de-mystified!

Secrets of a Makeover Magician/Personal Shopper Supremo

Anecdotes, hints and tips for a d-i-y makeover.

Some talks for women

The Foreign Office-Diplomatic Neighbours	Southampton University	Asscn of Women Solicitors
Assoc of World Travel Execs	DLAPiper	BP PA Conference
Nat. Asscn. of Women Business Owners (USA)	Women in Management	Canadian Women's Club
National Black Women's Network	Prof. Women's Association (Italy)	Chewton Glen
Accenture	Women in International Business	City Women's Network
Women's Engineering Society	Girls Day School Trust	Credit Suisse
Morgan Stanley	Women in Dentistry	HSBC
European Women of Achievement	Institute of Directors	Knight Frank
WoManagers (Hungary)	ACCA Women's Society	LBS Alumni
European Union of Mgt Assistants	International Qualified Prof. Secs	Lloyds TSB
Women International Networking	Women in Project Management	Lloyds Women's Forum
British Professional Women Asscn	London Business School Alumni	Pfizer
Women in Accountancy	Carillion plc	Shell
Women in Advertising and PR	Wentworth Golf Club	US Embassy
Citigroup	Institute of Home Economics	Whitely 90 (Jersey)
Women in Banking & Finance	Girton Alumni Network	Women In Property

Some comments from organisers...

Hawksmere Women in Leadership Conference

"As the Chair of a top-level conference for women leaders in the UK, I invited Laurel to speak to the delegates about personal image and presence. She was a great success and her presentation was packed with useful information as well as being fun and highly interactive." **Susan Croft**

U.S. Embassy - London

"The response to your session was overwhelmingly positive...What you accomplished was to make the participants think about their image, analyze their behaviour and be willing to change it in order to have a positive effect on everyone with whom they come into contact. We are most grateful for your thorough and informative session and we will undoubtedly invite you again."

Philana Quick Asst CLO US Embassy

Global Leadership Forum Annual Conference - Geneva

"It takes speakers with your dynamism to make such an extraordinary event and your keen interest to ensure that your session ran smoothly left a lasting impression on the participants. Thank you!" **Kristen Engvig President**

International Women of Excellence – London

"Many thanks Laurel for being the star attraction for our online community networking event. Your talk was excellent, full of good practical advice and I think no one was left in any doubt as to the importance of creating a good first impression!"

Peta Payne Managing Director

Women in Business International (Middle East) Conference

"As the chair of Laurel's panel I am very pleased to say that the response from the entrepreneurs session was overwhelming ... the delegates could not get enough. Laurel was a real inspiration."

Tara Culhane Managing Director

... and from some delegates

Women in Business International (Middle East) Conference

"... your speech was very interesting and something really useful in any job one has. I can say it was one of the most interesting speeches in the conference." **Aseyeh Hatami Iran Talent Recruitment Agency**

Hawksmere Women in Leadership Conference

"... How much I enjoyed your session at the recent conference. In terms of increasing confidence and emphasising just how important those first impressions are, I thought your presentation was highly relevant and I could have listened to you for hours! Also, given the tight timeframe and the diversity of delegates I thought you packed a lot into your snapshot and gave us lots of tips and guidance." **Ann Monks Marketing Director Smith & Williamson**

Hawksmere Women in Leadership Conference

"Laurel conveyed volumes in a really short space of time, and every bit of it was totally useful and relevant. She clearly has mastered the art of first impressions as the main thing that springs to mind (some three weeks later) from the Women in Leadership seminar is Laurel's session. I enjoyed listening to her as she got across what is a very simple message in such a way that the importance of the message was not lost on anyone - i.e. a positive image is not an add-on to other capabilities, rather that it is probably more important than everything else!" **Liz Abraham Snr Manager PwC**

Global Leadership Forum Annual Conference

"Laurel really spoke to me!
Thanks Laurel, I would have never imagined, this is what I needed- real help.
Motivated/ inspired/focused/energized /Very positive/Great.
Very good and challenged to change new things.
It was very interesting, I learned a lot. Thank you Laurel!
Inspired to control my presence.
Very interesting act of tips and advice.
Many new learning points.
I have learned some useful tricks, the importance of the body language and voice."

NAWBO Awards Dinner – Connecticut, USA

"Laurel is an inspiration to any woman who yearns to become the person constrained within her own self. She made me feel optimistic about my life & future." **Nancy Anschutz**