

Ellie Rubin Speaking Topics

"Ellie Rubin received a standing ovation for the wisdom she imparted. I would highly recommend her to any organization looking for an upbeat inspirational speaker"

Paul L'Archeveque - Senior Vice-President, GlaxoWellcome Inc.



Ellie is a best selling author, syndicated columnist, television personality and entrepreneur with many years of keynote speaking experience. It is her combination of pragmatic, experience-driven specifics, and inspirational, entertaining delivery that appeals to a wide range of clients. She has inspired a variety of audiences in a multiplicity of events including conferences, corporate retreats, award shows and speaking tours. It is Ellie's authoritative yet witty style that has attracted television audiences who follow her as a Business Columnist and Life Strategist.

Customers such as GlaxoSmithKline, IBM, Yale University, The Possible Woman Conference, Chatelaine Magazine, Bowling Green University, The Institute of Contemporary Culture, Wired Women, Phillip Morris Agency, The American Marketing Association, WITI, GEAC, The Scandinavian Interactive Media Events, TD Bank, Microsoft, The American Film Institute and the Australian Trade Commission, hire Ellie for her ability to motivate and enlighten, and because her audience always leaves with a road map for turning competitive advantage into richly deserved success.

In addition to her regular speaking topics (see page 3), Ellie is launching her series Tactics for Turbulent Times – specifically tailored for organizations and individuals looking for tactics to not only survive, but succeed in these tough times.

Tactics for Turbulent Times

Make it Their Business

Demand ownership from every employee

This presentation is directed at the corporate audience in need of practical ways to thrive in tough economic times. Based on her extensive knowledge and hands-on experience, Ellie provides strategies and tactics that will improve an organization's ability to deliver sales and operating excellence with fewer resources. By pushing the entrepreneurial mindset down into the operation, better more creative solutions drive better overall performance.

Topics include:

- Embracing 'Entrepreneur' as a verb
- Thinking like a startup
- Fostering a culture of 'more for less'
- Evolving your customers into stake holders



Audience: leaders and their corporate teams, entrepreneurs and their organizations, free agents and careerists.

Starting Up in Down Times

The contrarian view

There's no better time to be an entrepreneur than in an economic down turn. With markets in turmoil, there is paradoxically a better chance to attract talent, build a winning culture and build the foundation for the next boom. Ellie explains the mind-set that is needed to create 'something from nothing' with a focus on sales, marketing and customer service practices, while addressing how to buoy company morale in the face of doom and gloom.

Topics include:

- Creating a network of contributors
- Presenting your dream as a reality
- Keeping many irons in the fire
- Becoming a chaos pilot

Audience: entrepreneurs and their organizations, venture groups working with startups, free agents and careerists.

Re-invention

Making the hard decisions just got easier

Today, we are bombarded with information about company closures, lower client expenditures and increased pressure for immediate sales results. This seems like the worst time to make major changes. Ironically, organizational changes are less disruptive when the external environment has shifted so dramatically. In fact, re-invention during market downturns is the key to surviving to succeed in the long term. Ellie presents specific tactics for reinventing your corporate culture, product strategy, sales approach, and operating model that is tailor-made for today's uncertain economic climate.



Topics include:

- Redefining your customer relationship
- Executing a new product strategy
- Taking advantage of a low stock price to invest in future quarters
- Preparing for the rebound

Audience: leaders and their corporate teams, entrepreneurs and their organizations, free agents and careerists.

Women on the Verge

Essential wisdom for unavoidable transitions

As the authoritative voice of ambition, Ellie Rubin is now building on her cross-country tour with music celebrity, Jann Arden, to create a speaking series specifically geared to women in transition. Whether a 'woman on the verge' involves temporarily leaving her career for family reasons, re-entering the workforce for financial reasons or coping with the increased burden of work and home, Ellie provides practical advice on how to live with imbalance. More importantly, Ellie demonstrates how to use the fear and anxiety surrounding transitions and turn them into opportunities for advancement. Not only will participants be entertained by



Rubin's combination of humor, insight and hard-nosed business savvy, but they will leave with a renewed hope that they have what it takes to turn turbulent times into a jumping off point for unprecedented success.



Topics Include:

- Using the beauty of imbalance to create opportunity
- Understanding the six components of female success: power, fear, desire, timing, style and sacrifices
- Focusing on re-interpretation – the art of retelling your story
- Embracing the four P's of personal branding

Audience: corporations targeting female populations, associations, affinity groups, entrepreneurs and their organizations, female free agents and careerists.

Ellie Rubin's regular speaking topics include:

Leadership and Sales:

7 Rules of Ambition for Challenging Times
Ambitious Sales Results Are The Only Kind Worth Having
The Science Of Knowing What Your Customers Want

Corporate Culture, Motivation & Loyalty:

The "Ambitionist" Approach To Success
"I Entrepreneur" Should be Your Company Mantra

Branding:

Belonging, Storytelling and the Ambitious Marketer
Why Marketing Is A Lost Art
How To Make Your Mark Without Fail
The Science Of Listening To No One

Personal Ambition:

What Really Keeps You Up At Night?
The Beauty Of Imbalance At Home & At Work
Tough Love Is All The Empathy You Need
How To Be A Chaos Pilot
The Instant Career Tune Up
The Art Of Fast Living In Real Time

For more information about Ellie Rubin, please visit www.ellierubin.com

T: 650.462.1527

E: erubin@ellierubin.com

