

Debra Woog

Speaking & Press Kit



Debra's Story

Debra A. Woog (pronounced like "Vogue" magazine) coaches women professionals to accelerate their individual development and career growth with outstanding communications. For 25 years, she has successfully led clients to find new roles, create more fulfilling work life balance, and demonstrate productive, heart-based leadership. Via her coaching and speaking, Debra guides leaders, experts, educators, consultants and other creative professionals to align their leadership choices with their brilliance and unique definitions of success, so that they transform from feeling time-crunched and overwhelmed to joy-filled and at ease, in their lives and work.

Debra's career path has included conducting research at Harvard Business School for an award-winning career development study, advising nine technology start-ups as Director of People Strategy for Cambridge Incubator, and directing admissions and career development for the MIT dual-degree program Leaders for Global Operations. *The Boston Globe* profiled Debra for her outstanding abilities to select talented candidates, motivate and develop employees, and resolve conflicts between people as well as between organizations. A sought-after expert, Debra's work has also been featured in *Forbes, Inc.*, and *US News & World Report*.

Debra earned her B.A. in Psychology and American Studies from Wellesley College and an MBA from the MIT Sloan School of Management. MIT Sloan recognized her leadership abilities by awarding her the Miriam Sherburne Scholarship.

She is trained as a mediator and an ombudsman. An enthusiastic vegetable-roaster and occasional painter, Debra enjoys spending time with her middle-school-aged son and daughter.

Forbes

Inc.

U.S. News & WORLD REPORT

The Boston Globe



Praise for Debra

"Debra's coaching has been invaluable as I've founded and crafted my business. She has helped me articulate and stay focused on my goals and values.

The impact of Debra's coaching reaches far beyond our sessions, carrying me through weeks and months with the clarity and confidence that I have the most important action items on my to-do list and I can let the rest go.

Debra reminds me to celebrate my accomplishments and gently pushes me when I'm letting important action items slip down the list. She is **an incredible resource and support** for an entrepreneur, and an absolute pleasure to work with."

~ Lily MacLean Bennani

"I want you to know that as I was updating my resume this weekend I realized how much I have learned over the past couple of years and I just wanted to say THANK YOU because (1) you inspired me to learn a lot of these new skills; (2) you have been a huge supporter; and (3) the work we did in **the Brilliance-Based Success Salon (SIQ, Needs, Values, Priorities, etc.)** was **instrumental** in helping me to take this step. Thank you so much, Debra!"

~ Jessica Zambarano

"Debra Woog has been my business coach and she is phenomenal. She's helped me to:

- manage my virtual staff,
- restructure my business so that I'm only doing the tasks that I love to do and am happy doing, and
- communicate effectively with my staff!"

~Margelit Hoffman

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A Sampling of Debra's Media Features

What's Blocking Your Peak Career Performance?

Contributing Author
Forbes

Full Immersion

Guest Correspondent
CNN iReport

Debra Woog

Featured Technology & Innovation Profile
The Boston Globe

Harvard Case Studies

Contributing Author
Harvard Business Publishing

Organisational Behaviour: Core Concepts and Applications

Contributing Author
Wiley Higher Education

How to Choose and Make the Most of an MBA Program

Featured Expert
Mass High Tech

Affordable, Effective Benefits Reduce Employee Stress and Increase Retention

What's in a Job Description?

Quiz: What Is Your Corporate Culture?

Quiz: Assess Your Company's Productivity Quotient

Contributing Author
Inc.

What Do You Need?

Guest Contributor
Entrepenista

Process of Illumination: Start Leading with Joy & Ease

Featured Article
Yahoo!

Signature Talk Selections

What's Your Brilliance? A Framework for Fulfilling Work

Is your community aware of what makes them unique? Are they clear about their purpose? Do they know the way to stand out from others?



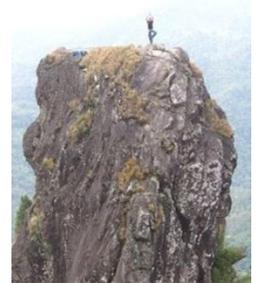
In this signature talk, Debra Woog shares her proprietary system for identifying each person's distinctiveness and expressing it to others. Beginning with why fulfilling work matters, Debra teaches participants to communicate the essence of who they are and how they add value as a professional—in a way that's respectful, insightful, and compelling—to prospective managers, colleagues, partners, and clients. Debra's step-by-step method propels businesswomen forward.

The High Cost of HyperCompetence & Its Cure

Professionals are under tremendous stress, and it's affecting them personally in *health, relationships, and business*.

According to the American Institute of Stress:

- 48% of Americans feel their **stress has increased** over the past five years
- Stress is the basic cause of 60% of all human illness and disease
- 54% of Americans say stress has caused them to fight with people close to them
- Stress-related healthcare and missed work time cost US companies a whopping **\$300B** annually



Leaders, especially women professionals, need a new way to be in the work world. Typically they try to do everything they expect of themselves and most of what they imagine others expect. They are too good, for their own good, at getting things done. Many are HyperCompetent: overdoing beyond what's healthy. They are burning out at an alarming rate.

At this talk, participants learn to lead from their unique definitions of success, so that their lives become easier, they achieve satisfying goals, and their energy becomes more of a naturally renewable resource.

The 3 Keys to Achieving Your Unique Definition of Success for More Prosperity, Joy and Ease



Are you a leader, expert, educator, consultant, or other creative professional who delivers services based on your knowledge and know-how? Can you remember the last time you *didn't* feel overwhelmed, exhausted or depleted? Can you recall a recent time when you were *not* multi-tasking? How often do you wish you could clone yourself or find another hour in the day?

You have a mere 168 hours to live each week. You always have more to do than time available. So you spend your precious energy *doing, doing, and doing* even more, trying to be a responsible parent, friend

and community member, *while also succeeding at work*.

Despite all this *doing* you feel powerless to stop the crushing deluge of obligations and responsibilities. You often feel drained, frustrated, loathe to admit you can't do it all, and resentful for feeling like you have to.

If this description resonates with you, you are not alone. Many talented women are underperforming as a result of their valiant attempts to outperform. Debra gives you the 3 Keys you must have to change all this. With her proven formula, you can prosper with joy and ease.

Throughout this talk, Debra teaches you to strengthen your communications (both intrapersonal and interpersonal) and celebrate your enoughness rather than chase accomplishments that feel less than profoundly meaningful. You learn to achieve the goals aligned with your unique definition of success and support others to achieve theirs.