

MEGAN ROBINSON

**LEADERSHIP COACH
BUSINESS STRATEGIST
MARKETING SHARK**



IF YOU WANT TO LEAD OTHERS, YOU HAVE TO LEAD YOURSELF FIRST.

Megan Robinson is the principal at E Leader Experience and works with individuals and teams to develop self-leadership skills that grow companies. She started her career in marketing climbing her way through the corporate ladder at advertising agencies and fortune 500 companies before catching the entrepreneur bug and started her own marketing company.

After yet another "Business Therapy" session, Megan discovered her true passion was in coaching and is a John Maxwell certified coach and DiSC Trainer. In addition, she is the President of ATDChi the leading learning and development organization in Chicagoland. Inspired by her own successful career in corporate and entrepreneurial environments, Megan makes leadership approachable and achievable for everyone, regardless of title, position, or experience.

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SPEAKING TOPICS



LEADERSHIP: A HERO'S JOURNEY

On this adventure called life, you're the heroine of your own story. Take the classic "Hero's Journey" and apply it to your leadership story. Prepare yourself for the steps, challenges and opportunities that lie ahead because it's not a matter of if, but when you will need to become a leader.

Key takeaways:

- Explain how storytelling can improve your leadership
- Recognize where you are on your own leadership journey
- Present your own leadership story

LEADERSHIP VS. MANAGEMENT

When it comes to leaders and managers, what's the difference? This session will help you to understand the impacts and challenges of both positions. Plus get inspired with a fresh perspective on how you can evolve your own management into better leadership.

Key takeaways:

- Explain the differences between leadership and management
- Define leadership and define management
- Recognize when they or someone else, is acting as a manager instead of a leader

ARE YOU A BUSINESS LEADER OR A BUSINESS PARENT?

Just like parenting, leading can seem like a thankless job full of pitfalls and challenges. Learn common mistakes and how to take a new approach that includes coaching, inspiring, and motivating your team. You'll be so proud as they grow up right before your eyes.

Key takeaways:

- Identify parenting behavior, language and approaches instead of leadership behavior
- Recognize the leadership and parenting style in your behaviors
- Interpret situations based on a parenting or leadership perspective

Less-than-optimal leadership practices cost the typical organization 7% of their total annual sales.

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BRINGING SELF-LEADERSHIP TO THE FOREFRONT

How can your team, organization or group learn from our 4 pillars of self-leadership? Our 4 pillars of self-leadership provide endless possibilities for

- Keynote presentations
- workshops
- lunch and learns/ engaging happy hours.
- Networking events
- Panel discussions and roundtable topics

Contact Megan to develop a program that fits your needs.



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VISION

Businesses with Visions grow at 10X the rate of those that don't.

With so much changing at an alarming rate, having a vision can feel like throwing a dart at the wall or a focus challenge made for monks. We all have ideas and goals, but how can you tell if you are lacking vision? We all have ideas, sometimes we have dreams, and sometimes it's a never-ending to-do list. None of these scenarios captures the power of having a clear mission and vision. Vision touches every aspect; from decisions to the people, to the bottom line. But how do you create a vision so inspirational, motivational, and powerful?

COMMUNICATION

At least 9% and possibly as much as 32% of an organization's staff turnover can be avoided through better leadership skills.

People's appraisal of their listening ability is much like their assessment of their driving skills, in that the great bulk of adults think they're above average. Take the time to strengthen your communication, relationships and leadership as we practice, explore and develop listening skills.

EMOTIONAL INTELLIGENCE

Managers trained in EI have 2X the profit than those that don't.

Emotional Intelligence often feels like a buzzword that we just keep buzzing around. This year has tested, illuminated and forced us to use these skills more and more. But how do we really build emotional intelligence and how do you define it? Reflection and self-awareness are at the key. In this session, we will discuss the foundations of emotional intelligence, and review self-assessment questions to paint a clear picture of where, how and when we can use emotional intelligence to perform as better leaders.

SELF-AWARENESS

Employees who improved self-awareness by training reported gaining a greater appreciation of diversity, improved communication with colleagues and increased confidence.

There are 4 steps to creating change, and it always starts with awareness. But becoming more self-aware is challenging and uncomfortable. In leadership, your understanding of self, reality and environment is critical to effectively lead. Together we will explore our own awareness, find opportunities and get just a little closer to reality.

TESTIMONIALS

You blew me away. I was extremely impressed. You really understood us and our experience with candidates. The tips you gave were actionable and meaningful. I got really excited about working with you and I know our brokers did too. You were funny, clever, smart, and inspiring. Great job and I can't wait to hear more from you!

**SABRINA WALL, CEO
FRANCHISE BROKERS ASSOCIATION**

Megan was able to breakdown the complex world of marketing and distill it down into nuggets of pure gold. She beautifully explained strategic principles that the entire audience was drooling over, and then gave incredible actions and insights that were immediately applicable. I left with pages of notes that have already changed the way my organization approaches marketing.

**BRYAN MCDONALD, PARTNER
ONPURPOSE GROWTH**

I asked Megan to speak at a Leadership Series: Authentic Leadership, and she was incredible. From the session, I learned valuable communication, management, and leadership skills that isn't taught anywhere else. We received very good feedback and a high rating of 4.4 out of 5. If you want to teach your team how to show up as a leader, I recommend hiring Megan Robinson to help you build those self-leadership skills.

**KATRINA LIU, DIRECTOR
LADIES THAT UX**



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