

## **ALL-IN-ONE PACKAGE**

**Dr. Shawn Andrews**

This all-in-one package was created for the convenience of meeting planners, event planners, organizing committees, conferences, organizations, or other potential clients.

These items are also available individually on Dr. Shawn Andrews's website: <https://www.drshawnandrews.com/>

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## BIOGRAPHY



Dr. Shawn Andrews is an international keynote speaker, organizational consultant, and author of the best-selling book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* (2018 Morgan James Publishing).

She's been a *Forbes* contributor, quoted in the *Chicago Tribune*, and interviewed on dozens of podcast and radio shows, including *NPR*.

Shawn has shared her ideas on the TEDx stage and has worked with over 100 companies across multiple industries, including the United Nations, Johnson and Johnson, Hewlett-Packard, U.S. Forest Service, National Diversity Council, Association for Talent Development, and Society for Human Resource Management.

With over two decades of corporate experience in the biopharmaceutical industry, she has helped thousands of leaders improve and develop using presentations, workshops, coaching, and psychological instruments. She is an accredited practitioner for EQ-i 2.0 and EQ 360 models and Insights Discovery Colors.

She serves as a professor at the UC Irvine Paul Merage School of Business, teaching courses on Women & Leadership and Organizational Behavior. Her specific areas of focus include Leadership and Gender, Diversity, Equity & Inclusion, Bias, and Emotional Intelligence.

Shawn earned her Ed.D. degree in Organizational Leadership and an M.B.A. degree from Pepperdine University, and a B.A. degree in Psychology from the University of California, Irvine.

She serves as Board President, Healthcare Businesswomen's Association Orange County, and is founder and CEO of Andrews Research International.

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## KEYNOTE INTRODUCTION

Dr. Dr. Shawn Andrews is an international keynote speaker, organizational consultant, and author of the best-selling book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide*.

She has shared her ideas on the TEDx stage, been a *Forbes* contributor, quoted in *Chicago Tribune*, and interviewed on dozens of podcast and radio shows, including *NPR*.

She's worked with over 100 companies, including the United Nations, Johnson & Johnson, Hewlett-Packard, Experian, and the National Diversity Council.

She serves as a professor at UC Irvine business school, teaching courses on Women and Leadership and Organizational Behavior. Her specific areas of focus include Leadership and Gender, Diversity, Equity & Inclusion, Bias, and Emotional Intelligence.

Dr. Andrews earned her Ed.D. degree in Organizational Leadership and an M.B.A. degree from Pepperdine University, and a B.A. degree in Psychology from the University of California, Irvine.

### HEADSHOTS



### SPEAKER HIGHLIGHT VIDEO

4-minute speaker highlight video – Bureau-ready (without contact information at end of video) [https://youtu.be/FE\\_oJI4EPks](https://youtu.be/FE_oJI4EPks)

## TEDx SPEAKER VIDEO

Dr. Shawn Andrews presented at TEDxUCIrvine on May 18, 2023. The topic is “Debunking Bias: Perceptions of Male and Female Leaders” (14:28)

<https://www.youtube.com/watch?v=zzxWPA50pXo>

## SPEAKING TOPICS

Dr. Shawn Andrews presents to a wide array of audiences, including human resources, healthcare, technology, financial, legal, government, industrials, learning and development, and talent management. Her expertise centers on leadership, gender, emotional intelligence, bias, diversity, equity, inclusion, multi-generations, and communication skills.

The 13 topics below are separated into 4 broad categories —

**Leadership and Gender (4 topics)**

**Bias and Diversity (3 topics)**

**Emotional Intelligence (3 topics)**

**Insights Communication Skills (3 topics)**

**Signature Keynote - combines topics into one presentation**

Known for her engaging and insightful talks, Shawn’s audiences learn how to get the most out of their career and their organizations and leave feeling empowered to act and make an impact. She is one of few female keynote speakers that blend a research-based message with the high-energy delivery required to inspire big audiences.

Shawn provides *Presentations (60-90 minutes)* and *Training Workshops (2-4 hours)* on the topics listed below, including *in-person* and *virtual delivery*. She can also combine topics and create a *custom* program to meet the client’s needs.

## SIGNATURE KEYNOTE

### The Rhythm of Diversity, Equity & Inclusion (DEI)

Dr. Shawn Andrews is the pioneer of the Rhythm of DEI, a breakthrough approach to help businesses enhance their leadership effectiveness, culture, and talent management. Through her 4-pillar system, Dr. Andrews helps organizations eradicate biases and microaggressions, drive inclusivity, tap their talent, and cultivate great leaders.

Given her life-long experience as a drummer, music serves as a fun, relevant, and unifying theme throughout. A drum is not meant to be hit once and done, it's meant to be played. DEI is the same. It should not be a one and done activity, but a continual engagement where people, purpose, and performance are all in rhythm.

**Pillar 1 – The Silent Beat of Bias** – What holds you back in your career? Bias is a deep-seated resistance to the “different”. We all have biases based on our upbringing, background, religion, the media we consume, etc. The real issue with bias is that it affects how we interact with one another and leads to ill-informed and suboptimal decisions. This pillar helps you minimize bias in people and processes.

**Pillar 2 – Driving DEI** – Is your culture diverse and inclusive? As a global society, we are becoming more diverse every day. Today, many companies are striving to be more diverse & inclusive but are falling short. Why? Because most companies are not doing the right kinds of activities, not doing enough activities, or are only addressing one piece of the issue. Programs and policies are great, but inclusion is always demonstrated in behaviors. This pillar shows you how to attract and keep talent by boosting the benefits of diversity and equity.

**Pillar 3 – Tap into Gender** – Are you effectively managing your talent? All your talent? The reason we do not see more women leading our global businesses has nothing to do with skills, knowledge, or competencies. It has everything to do with our perceptions of women as leaders, workers, mothers, and wives. This pillar explores the top barriers for women and how to address them.

**Pillar 4 – Embrace EQ** – Is your leadership gender balanced? Emotional intelligence assessments have found men and women to have different EQ strengths. These differences and perceptions often advantage men and disadvantage women at work. This pillar outlines the ideal profile of great leaders.

## LEADERSHIP AND GENDER

### The Power of Perception: Leadership, Emotional Intelligence and Gender (Book Topic)

Organizations that want to perform at the highest levels and be competitive in their industry must effectively leverage their leadership talent. Yet, in nearly all companies, a leadership gender gap persists. Pervasive and systemic barriers often keep women from advancing.

In addition, research has identified an individual's emotional intelligence (EQ) as a key aspect and driver of leadership effectiveness. EQ assessment have found men and women to be strong in different areas. These differences often advantage men and disadvantage women at work and can lead to very different outcomes.

Finally, men and women are raised in different cultures. It begins at birth and carries into the workplace as adults. As a result, we approach virtually every aspect of business differently. Different approaches result in different perceptions, which have a significant impact on promotion.

Understanding the power of perception can dramatically improve your career advancement and help men and women work better together. Building on her best-selling book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide*, Dr. Andrews will address the latest research on these topics and share practical strategies you can apply to boost your career.

During this interactive presentation, you will learn how to:

- Examine barriers that contribute to the leadership gender gap
- Identify emotional intelligence attributes and their impact on leadership
- Leverage gender differences (hard-wired & socialized) which show up every day at work and home
- Apply knowledge and tactics to improve career advancement

### How and Why Women Hold Themselves Back (And What to Do About It)

Why do women sometimes hold themselves back? The answer is not a simple one. There are various ways (and reasons) that women sometimes limit their own career. In this presentation, we will discuss the types of roles women take on, office politics, and a common behavior called "office housework."

We will explore the language women use that can drain power and how we communicate with our bosses, colleagues, and customers. We will talk about confidence, assertiveness, and fear and how these can impact behavior for many women. Finally, we will explore how women bargain and negotiate differently than men.

Join the conversation with Dr. Shawn Andrews to learn how to push past these limiting behaviors and allow yourself to shine.

During this interactive presentation, you will learn how to:

- Explore roles that women take on and how they impact perception
- Identify language and verbal techniques which drain power
- Leverage confidence, assertiveness, and fear to your advantage
- Apply knowledge and tactics to improve career advancement

## 7 Superpowers of Women at Work

Want to thrive in your career? Be promoted? Be in a leadership role? Turns out, there are 7 key qualities distinct to each gender that serve them well. These qualities stem from how our brains are hard-wired and how we're socialized to behave as men and women in society.

These 7 superpowers can help women bring the right skills and mindset to the job - and help power your career. Fortunately, most of these skills are innate. Even if some are not your strong suit, the good news is that ALL can be developed and leveraged.

Join leadership and gender expert, Dr. Shawn Andrews, as she explains the 7 superpowers specific to women: transformational leadership, divergent problem solving, communication skills, empathy, interpersonal relationships, intuition, and grit/resilience.

During this interactive presentation, you will learn how to:

- Identify the 7 superpowers of women at work
- Explore what they are and how they contribute to success
- Leverage the benefits of each and capitalize on your natural strengths and abilities
- Apply these superpowers to enhance both your work and life

## 7 Superpowers of Men at Work

Want to thrive in your career? Be promoted? Be in a leadership role? Turns out, there are 7 key qualities distinct to each gender that serve them well. These qualities stem from how our brains are hard-wired and how we're socialized to behave as men and women in society.

These 7 superpowers can help men bring the right skills and mindset to the job. Fortunately, most of these skills are innate. Even if some are not your strong suit, the good news is that ALL can be developed and leveraged.

Join leadership and gender expert, Dr. Shawn Andrews, as she explains the 7 superpowers specific to men: transactional leadership, risk-taking, confidence, assertiveness, stress tolerance, convergent problem solving, and decisiveness.

During this interactive presentation, you will learn how to:

- Identify the 7 superpowers of men at work
- Explore what they are and how they contribute to success
- Leverage the benefits of each and capitalize on your natural strengths and abilities
- Apply these superpowers to enhance both your work and life

## **BIAS AND DIVERSITY**

### **Overcoming Hidden Biases that Hinder Our Success**

By now, most of us know that unconscious biases affect the workplace. These hidden, reflexive preferences shape our world views and can profoundly affect how welcoming and open a workplace is to different people and ideas. These predispositions shape the decisions we make by affecting the way we interpret information and how we interact with others—significantly impacting a whole host of organizational processes from recruitment to retention.

At the same time, we are experiencing significant shifts in global demographic trends which impact age, race, ethnicity, gender, religion, and LGBTQ employees. There is no doubt that our workplace is becoming more diverse, which increases the potential for more biases towards our colleagues and clients.

Customized bias scenarios (based on your audience) and real-world cases and examples will be discussed. Several individual and organizational strategies to minimize bias will be provided.

During this interactive presentation, you will learn how to:



- Identify different types, causes and impact of bias at work
- Explore the impact of global demographic trends on diversity and bias
- Utilize case studies and stories to communicate potential biases
- Apply individual and organizational strategies to minimize bias

## **Driving DEI: Inclusive Workplace Strategies**

As a global society, we are becoming more diverse every day. Today, many companies are striving to be more diverse and inclusive but are falling short. Why? Because most companies are not doing the right kinds of activities, not doing enough activities, or are only addressing one piece of the issue.

DEI initiatives can be compared to Maslow's hierarchy of needs. Diversity awareness starts at the bottom and sets the foundation, then as organization's progress they move to active diversity management and evolve to become inclusive at the top of the pyramid. If an organization sets out to be inclusive and equitable from the start, then diversity will naturally follow.

This presentation is focused on helping organizations leverage inclusion to get the benefits of diversity. Neuroscience aspects to creating inclusion and building safe teams will be discussed, as well as helping people understand the power of micro aggressions.

During this interactive presentation, you will learn how to:

- Appreciate the difference between diversity, equity, inclusion, and belonging
- Explore the impact of microaggressions
- Learn how inclusion and psychological safety impacts teams
- Apply proven strategies to develop an inclusive culture

## **Overcoming Bias and Ageism: Creating a Boomer-Millennial Dream Team**

Unconscious biases shape the decisions we make by affecting the way we interpret information and how we interact with others—thus significantly impacting who gets hired. In addition, we have more age diversity in the workforce than ever before and now have five generations working side-by-side—which can be a challenge to navigate.

During this interactive presentation, you will learn about bias (especially ageism) and how it impacts how we work together. We will also discuss the strengths of each generation, and how you can create a Boomer-Millennial dream team.

During this interactive presentation, you will learn how to:

- Explore how global diversity trends are shaping the workforce
- Identify types and causes of bias, and the impact of ageism at work
- Leverage the strengths of each generation
- Create a Boomer-Millennial dream team

## **EMOTIONAL INTELLIGENCE**

### **EQ and You: Building Success Through Emotional Intelligence**

Did you know that a leader's ability to manage emotions and interact successfully with colleagues at all levels of an organization is directly linked to that leader's ability to achieve the highest performance potential?

Research has identified an individual's EQ as a key aspect and driver of leadership effectiveness. But it does not just stop at leaders. EQ has been shown to be a key differentiator between good and great performance for both individuals and teams, and unlike IQ, EQ can be improved.

A systematic and committed approach is necessary to build emotionally competent organizations. A strategic cycle of assessment, learning, practice, and feedback over time will enable employees to build competencies that can help develop high-performing teams and leaders.

During this interactive presentation, you will learn how to:

- Examine the importance of EQ in the workplace
- Appreciate differences in EQ and gender
- Leverage the neuroscience impact of EQ and psychological safety on teams
- Explore the impact of EQ on leadership
- Apply practical strategies to improve EQ competencies

### **How to Leverage Emotional Intelligence During Change**

Emotional Intelligence (EQ) is the ability to perceive and express emotions, understand, and reason with emotion, and regulate emotion in self and others.

EQ has been shown to be a key differentiator between good and great performance for both individuals and teams, and unlike IQ, EQ can be improved. These skills are critical in helping us cope during organizational change or any crisis, including global pandemics

such as COVID-19. How we make decisions, show empathy, relate to other people, and express our own needs will determine how well we deal with changes.

We will discuss what EQ is, how it impacts us both personally and professionally, and how we can leverage it during times of stress.

During this interactive presentation, you will learn how to:

- Leverage the EQ competencies most important in coping with change
- Explore the impact of EQ on leadership and teams
- Differentiate between teams with high EQ and teams with low EQ
- Apply practical strategies to improve these critical EQ competencies

## Hiring for EQ: How to Select Employees with High Emotional Intelligence

Have you ever made a hiring mistake? We all have. Candidates may look great on paper, but once on the job we realize that they lack critical skills that enable them to work effectively with others.

In this presentation, Dr. Shawn Andrews will discuss the importance of key emotional intelligence skills and the bottom-line impact of having talented people with high EQ at all levels of an organization.

She will discuss the neuroscience behind EQ and teams and provide a behavioral framework for hiring. In addition, your team will receive behavioral interviewing tips and tools they can use to select for high emotional intelligence, including the opportunity to access more than one hundred interview questions based on EQ competencies.

During this interactive presentation, you will learn how to:

- Identify the most important EQ skills for the job
- Assess the level of EQ during the interview process using a behavioral framework
- Apply tips and tools to select employees with high EQ
- Improve the most important EQ skills based on specific jobs

**INSIGHTS LEARNING SYSTEM**

**Insights Discovery Colors – Foundational Workshop**

The origins of personality trait theory date back to ancient Greece and Hippocrates. Hippocrates observed four distinct groups of characteristics, which he labeled the 'four humours'. He determined that once he could identify what type of 'humour' a person had, he could predict their likely behavior.

Many researchers have subsequently expanded on this knowledge, and Insights has built on the extensive work of Swiss Psychologist Dr. Carl Jung to develop the Insights Discovery Learning System.

This system uses four distinct color energies (Fiery Red, Sunshine Yellow, Earth Green, and Cool Blue) which you can apply in your daily life to help you understand why you behave in the way you do, and why other people might behave differently. This foundational training workshop is designed to help you improve your effectiveness as an individual, in teams, in organizations, and in leadership.

I have had the opportunity of participating in other major personality trait-based learning programs (Myers-Briggs, Social Styles, and DiSC) and have found Insights Discovery Colors to be the most practical, applicable, and easy to use on a daily basis.

During this interactive workshop, you will learn how to:

- Recognize differences and identify the unique culture of your team
- Explore team goals, challenges, communication styles, and values
- Focus on individual team member strengths (not on weaknesses)
- Apply practical uses of colors, such as non-verbal communication, interactions, work environment, listening, and emailing
- Appreciate your team's color diversity

## **Insights Discovery Colors - Team Effectiveness**

This workshop focuses on employees in specific teams or departments and will address issues and challenges most critical to team success.

This workshop is ideal if you want to:

- Identify your team's strengths and challenges
- Create space for open and honest dialogue within the team
- Overcome an obstacle that is holding the team back
- Develop action plans for continuous improvement

The Insights Team Effectiveness wheel and materials for this workshop are different from the Insights Discovery workshop. The team-oriented wheel focuses on 8 areas -

results orientation, shared purpose, agility, collaboration, trust, cohesion, working methods, and measurement. These areas are explored through a variety of exercises and discussion with the group, in a fun and interactive format.

## Insights Discovery Colors - Leadership Effectiveness

This workshop focuses on employees in leadership roles, from front-line supervisors to senior executives. It will inspire your leaders to lead with vision, passion, and integrity. It offers practical solutions which help leaders really understand their leadership strengths, and how they can leverage those to improve the performance of the entire organization.

This transformational leadership workshop is ideal if you want to:

- Develop leadership teams that inspire people around them to excel, even in challenging times
- Understand leadership strengths and weaknesses and plan for higher levels of performance
- Help your leaders adapt their approach to motivate and inspire a diverse organization

The Insights Transformational Leadership wheel and materials for this workshop are different from the Insights Discovery workshop. The leadership-oriented wheel focuses on 4 major areas – visionary leadership, relational leadership, centered leadership, and results leadership. These areas are explored through a variety of exercises and discussion with the group, in a fun and interactive format.

## TESTIMONIALS

### SPEAKING TESTIMONIALS

“Great find on the speaker – I must be honest, out of all the speakers thus far, including Condoleezza Rice and Amy Cuddy, Dr. Shawn Andrews gave the most concrete action items for us to work on. I love her addition of the “Emotional Intelligence Team Effectiveness Questionnaire” at the end. Really well, thought-out!”

**Dawn Wilson, PharmD, Director, Medical Capabilities and Learning-Respiratory, GSK Medical Affairs**

“Our company is committed to diversity, equity and inclusion and, as a woman of color, I am personally dedicated to ensuring me, and my leadership team, are aware of our biases and how they may impact the bottom line for our business. Shawn’s dynamic, interactive and well-researched workshop kept us engaged, and challenged us to be

more aware and accountable to building diverse and inclusive teams whose perspectives are valued and lead to better decisions. We look forward to partnering with her again soon, as we continue our journey as leaders, committed to doing better.”

**Terri Phillips, MD, Chief Medical Affairs Officer, Merz Aesthetics**

“FAO Learning and Performance Branch of the United Nations contracted Dr. Shawn Andrews to deliver a Zoom in on Learning session on the topic of “How to Leverage Emotional Intelligence During COVID”. We targeted the entire Organization and reached a total number of 324 participants. This was the most refreshing and positive virtual session that I have had in a long time. The session was very well prepared, and although we do not ask participants to fill out a formal evaluation, the verbal feedback received after the session was excellent. Dr. Shawn Andrews proved to be authentic in her way of delivery and in approaching the subject. She came across as knowledgeable, highly professional and committed to her work. Her session was engaging, innovative and thought-provoking. I would highly recommend her.”

**Cristina Pelazza, FAO Human Resources Officer, Learning and Performance Branch, United Nations**

“Shawn, I loved the presentation and the group discussions on bias! I also thought that the SCARF model was a great framework in facilitating conversation, and the Rule of 3 was very thought provoking as I was thinking about how we hire right out of college. I can’t wait to hear more content from you.”

**Shawna M. Bode, Director, Western Region Immunology-Rheumatology, AbbVie**

“Dr. Shawn’s presentation on the Power of Perception was fabulous! I sent a survey out to attendees and the feedback has been extremely positive. People really seemed to connect with her presentation style, content, and level of expertise on the topic. It was refreshing to hear about gender capabilities as equal – the idea of putting confidence out in the world rather than seeking approval resonated very deeply.”

**Katherine Novello, VP, Underwriting & Sales Learning & Development, PURE Insurance**

“Shawn, I wanted to take the time to provide some feedback I received regarding your talk this week. I was on a call earlier today with our legal team from Ireland, for another meeting. At the end of the call, one of the legal team took the time to express how impactful your talk was and that it was a big hit over in Ireland. People in the office were talking about generational differences, bias, and discussed various aspects regarding your talk. It was a positive buzz all around the office. Some individuals even expressed interest in joining the D&I Council, which really speaks to how you delivered this topic in such a way to bring people together. Just wanted to send this positive feedback to you and say thank you!”

**Susan Eaton, PharmD, Clinical Trial Liaison, Theravance Biopharma**

“Phenomenal speaking session by Dr. Shawn Andrews! The way that Dr. Andrews engages her audience while exemplifying passion for the topic of The Power of Perception: Leadership, Emotional Intelligence & Gender, was outstanding. Special

thanks for her expertise, passion, and the time that she spent with Coloplast Women's Council yesterday. This is truly a beneficial program that I would highly recommend to both females and males as we diligently work to evolve the gender divide and increase women's leadership in executive management ranks within companies across the world."

**Danielle Hansen, Director, Global Strategic Sourcing, President, Women's Council, Coloplast**

"I was intrigued & inspired by the presentation on The Power of Perception. Not only did Dr. Andrews do a fantastic job delving into the "why" of gender roles in the workplace; she did it in an inclusive manner. With these sensitive topics it can be easy to divide the room, and I never felt that way with this presentation. A good mix of historical, current state, facts, humor, & data. It has already prompted discussion between me and my colleagues. Thank you, Dr. Andrews!"

**Clarissa Volpe, Lead Attorney, Coloplast**

"Dr. Andrews's presentation was so impactful that I bought her book right away! She combined the right amount of academic terminology for a self-proclaimed nerd like me and still delivered an engaging, conversational topic with practical application. It was inspiring and enjoyable, and I felt empowered and confident to continue my career. I highly recommend this presentation!"

**Megan Lewis, Strategic Area Marketing Manager, Coloplast**

"Shawn's presentation was fantastic! We greatly appreciated the insight and knowledge she shared with us. I have already shared a few of the statistics with friends and colleagues in several conversations since yesterday's meeting."

**Mindy Isaac, HR Director, Airgas**

"This presentation was a great experience and very insightful. I learned so much about myself and the colleagues I will be working with – both men and women. The strategies will be helpful to take bias out of our decision-making."

**Chase Leavitt, VP Legal Affairs, Tang Capital Management, LLC**

"I loved Dr. Andrews' content and presentation style on The Power of Perception. Important, informative—and delivered with personal connection. The data she shares is so very helpful and relevant, and the strategies are invaluable! I can tell she's passionate and educated about the topics of leadership and gender. I also appreciate the Power of Perception Workbook and I'm looking forward to utilizing it."

**Bobbie Carlton, Founder, Innovation Women and Carlton PR & Marketing**

"The whole Power of Perception topic was intriguing. It's wonderful that Experian holds events like this, especially for women. I found the information highly valuable and relevant. I downloaded Dr. Andrews' book onto my phone before the presentation ended."

**Chanda Strickland, Director, Project Management Revenue Cycle Solutions, Experian Health**

“I had the opportunity to hear Shawn speak at SHRM Talent last year. Her talk was thought-provoking and highly engaging. I will definitely pick up her book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide!*”

**Regina Corley, Talent Marketing, McLane Company, Inc.**

“Dr. Andrews, I met you when you spoke at Biogen a couple years ago, and ever since then I’ve had friends ask about my role as a leader in the industry and how I navigate my career living in a male dominated work force. Time and time again I’ve referred to your talk about EQ and the Gender Divide. Brava to your research and thank you for your work and continued advocacy towards compressing the gender gap.”

**Nora E. Bruno, Principal Consultant at NEB Pharmaceutical Consulting**

“Shawn spoke at our annual women’s conference. She was fabulous and everyone loved her. I will definitely tell people how great she was and recommend her to others.”

**Timi Anyon Hallem, Partner, Manatt, Phelps & Phillips, LLP**

“I was totally unaware of all the issues that Dr. Andrews highlighted from her research. I now have a new respect for women in the workplace, and firmly believe that we need to do more in our organization to increase diversity at all levels.”

**Michael Delmage, Director, Organizational Development, Meda Pharmaceuticals**

“Thank you for presenting to our Women’s Innovation Network. You are hilarious, knowledgeable, and one of the best speakers I’ve ever heard.”

**Lori McCarthy, Senior Territory Business Manager, Biogen**

Dr. Andrews’ presentation was phenomenal! Everyone was engaged and I really enjoyed the discussion and content that she prepared for the audience. I’d highly recommend her as an expert on these topics.”

**Jennifer Wolfgram, Vice President, Commercial Education, Roche**

“Thank you for a great presentation on Leadership, Emotional Intelligence and Gender. Your research and delivery far exceeded my expectations, and you presented the data in a way I’ve never heard before.”

**Jennifer Aversano, Director, Learning & Development, Merck**

“Shawn’s level of professionalism and communication is excellent, and her methods of sharing & teaching skills to others is very clear, logical and effective. I highly recommend Shawn; she is an exceptional professional with excellent skills that would benefit any top tier organization.”

**Arlene Lum, Clinical Scientist, Allergan**



“I wanted to reach out to thank you for your presentation at ATD. It was hands-down my favorite session, and I walked away with valuable information to bring back to my organization.”

**Kate Anderson, Sales Training Developer, Roche Diagnostics**

“I wanted to send you a note to say WOW! You absolutely blew me away with your presentation last night. You are so at one with your data and your speech. The audience was completely engaged, and you were absolutely amazing. Congratulations!”

**Christy Fleurat, Director, Oncology Project Manager & Submission Group, Pfizer**

“Dr. Andrews was, by far, the most engaging and fun speaker I've ever had the privilege to see! Thank you for the book, for all the insights, laughs and knowledge you shared with us yesterday at the SCRC conference.”

**Stan Kachakov, National Account Executive, National Corporate Housing**

“On behalf of the group, let me just say Thank You! I heard wonderful comments about your presentation, and you can always tell by the reaction of the audience. To be the last presentation of the day can be tough as people start to fade, but as I looked around the room people were engaged and participatory! I thought the material and pace was right on target and was relevant to the entire audience. I appreciated that in your closing you reiterated that society needs both men and women to succeed to make better workplaces for everyone.”

**Ciela Lewis, VP Business Development, Odyssey Relocation Management, President, Southern California Relocation Council**

“Dr. Andrews’ bias presentation for *International Women’s Day* was amazing – we had about 400 attendees which is even more than I was expecting. I think the engagement in the chat was really strong, and it was fabulous to see what everyone was sharing and contributing! Really incredible to work with Dr. Andrews on this event and I so very much appreciate the partnership!”

**Tracy Smith, Senior Director, Data & Analytics & Women’s ERG co-chair, Be the Match/National Marrow Donor Program**

“My colleague and I met with several very impressive and accomplished subject matter experts during our search to find today’s guest speaker. When it came to Dr. Andrews, we felt an immediate connection with her. Her background and skills align so well with PURE’s Principles and focus on emotional intelligence, plus we absolutely loved her presentation style and fascinating delivery. We debriefed immediately after meeting with her and knew that she was “the one” when we realized that we both couldn’t wait to tell one another how inspired and impressed we felt in just a short time meeting with her. Her presentation on the Power of Perception was simply fantastic and both men and women walked away with insights and “a-ha” moments.”

**Brittaney Shaner, VP, Sales & Marketing, PURE Insurance**

“Dr. Shawn’s keynote on the “7 Superpowers of Men & Women” was super impactful. This session kept me up for hours, in deep thought, and will stay with me when I’m in meetings or at work. I really liked seeing the other side of the superpowers, and how people can drag them down with biases versus appreciating them. Great session!!”

**Jackie Mattox, Founder and CEO, Women in Electronics**

## WORKSHOP TESTIMONIALS

“Shawn, I really enjoyed the Colors workshop. I’m naturally skeptical of these types of things, but I must admit I found it enlightening, perhaps most so in the insight it gave me into the best ways to communicate with each of the partners. To a certain extent, some of it were things I instinctively already knew, but I couldn’t articulate. The exercises helped frame and define it all much better and in a way that enables me to actually adapt to it all.”

**Steve Cousineau, Partner, TCG Capital Management**

“It was a pleasure to have Shawn speak at the Maternal Child Health Leadership retreat. I particularly enjoyed the Insights Discovery profile and her enthusiasm in providing the material and the workshop activities. She has a wonderful ability to explain the information in simple terms and make it applicable. The exercises in how to leverage my own strengths and better work with others were so valuable. The insight will definitely assist me in my new role as clinical supervisor as I have struggled at times in the best approach to handle difficult situations.”

**Jo Ann Gold-McCarthy, RN, MSN, NE, Clinical Supervisor Pediatric ICU, Huntington Hospital**

“The Insights Discovery Colors training led by Dr. Andrews was the best workshop that I have ever attended! I loved the information, strategies, discussions, and group exercises. My understanding of myself, and my relationships with my colleagues, and even my husband, has already improved. Thank you for your overall enthusiasm and for making it so memorable and fun.”

**Jennifer Rodriguez, MPH, Site Director Clinical Operations, Odonate Therapeutics**

“Shawn’s unconscious bias workshop at SHRM’s Talent Management conference was the best I attended. The content was thought-provoking, and she was engaging, honest and authentic. I enjoyed the activities and great strategies to resolve biases.”

**Patti Sprinkle, President, Professionals in Human Resources Association**

“Dr. Andrews’ bias workshop was very thought-provoking. I enjoyed the activities and strategies to resolve bias, and she was an engaging, honest, and authentic speaker. I liked that she created scenarios that allowed us to interact with our HR peers. The best session I attended!”

**Latasha James, Sr. HR Business Partner, Accreditation Association for Ambulatory Healthcare**

“Shawn, the colors workshop you provided for our team and the follow-up tips were very insightful. Thanks!

**Valerie Legagneur, Vice President, Clinical Operations, Odonate Therapeutics**

“Thank you so much for colors workshop! It was awesome. I talked to our director of HR and we want to display each employee’s color energies on a large color map for everyone to see.”

**Mackenzie Ferguson, HR Specialist, Tang Capital Management**

“Colors has been a great learning experience for us. It reminds me that not everyone thinks like me, so to communicate effectively I need to package the same message in different ways for different color energies.”

**Kevin Tang, Founder and CEO, Tang Capital Management**

“The colors workshop was amazing. It was great to learn the ins and outs of Insights Discovery, and all the practical tips and tools. It’s amazing too how all participants bonded, and even though I work with these people every day, it felt like I gained a new family!”

**Sheena Delgado, Director, Human Resources, La Jolla Pharmaceutical Company**

“Me and my teammates use the color energy personalities to better understand and interact with each other—we talk about Colors a lot. It has helped our team be more cohesive and accepting of one another.”

**Lisa Potter, Director of Training, Drug Development Operations, Allergan**

“As a result of the colors training, we don’t expect certain things from others with different color personalities because we now understand the differences. Knowing these characteristics enable us to ease up on our expectations and attempt to understand better with more patience.”

**Arlene Lum, Clinical Scientist, Allergan**

“Shawn’s emotional intelligence workshop was phenomenal. My team had never done training like this and it was very eye-opening. The depth of our discussions not only brought us to tears but brought us even closer as a team.”

**Ted Zaharson, Sr. Director, Key Account Manager Team, Allergan**

“Shawn’s emotional intelligence workshop was great! Her passion and commitment to EQ was definitely demonstrated today. I was left with so much to consider and act upon as a teammate and leader. Thank you for a workshop that allowed us to think, reflect, feel, and learn.... about ourselves and fellow team members.”

**Brad Huntington, West Regional Sales Director, Allergan**

**BOOK TESTIMONIALS**

"I cannot stop reading The Power of Perception. At the airport, plane, boarding my connection, and still reading. I am enlightened, invigorated, and ready to lead. I appreciate all that you brought to the room and the discussions. We have learned so much by being together as Guiding Leaders and promise to work to keep sharing this information and applying it!"

**Larissa Figari-Goller, DDS, Owner, Huntington Bay Dental, LLC**

"Dr. Andrews, I've just read your book on The Power of Perception and loved it! What an eye opener! Thank you and congratulations on an excellent book. If you ever visit Melbourne, Australia, please look me up as I'd love to have you speak."

**Karen Rule, Founder, Women in Leadership and Development Alliance**

"I came across Shawn's book The Power of Perception a few years ago and it was gripping - loads of jaw-dropping data, relatable case-studies, and practical advice about women in leadership roles. With key take-aways for both men and women, this is a book to share with your senior colleagues. It takes true intention and investment from across the board to achieve gender parity, and as Shawn's data shows, we're a long way from that."

**Lisa Lloyd, Chartered Psychologist & Psychotherapist, It's Time for Change**

"I had the honor of meeting Dr. Andrews at a job fair in Anaheim last year and bought her book. I just finished reading it and want to share that I found it to be life-changing in the way it explains so many things I have experienced as a working woman in today's society. Thank you for writing and publishing it! It is empowering! I have recommended it to several people and will continue to do so."

**Mayra Garcia, Job Market Expert**

"I loved this book and I'm enjoying the audio version read by the author even more! It's a fascinating read on The Power of Perception - an issue that affects us all in some profound personal or professional way at various times in our lives. The good news is that Dr. Andrews offers practical, real-time suggestions for advancing these important efforts on a personal level as well as social and professional settings. The audio format is particularly great because you can hear the passion and earnestness of the author's work in this space. Her approach and style make these daunting concepts and statistics digestible - even entertaining - for the average reader/listener. She manages to reference relevant research in a way that establishes legitimacy, yet it feels as inviting and engaging as a conversation over coffee with a friend...which is saying a lot for a topic that often triggers controversy or defensiveness. I had the privilege of hearing the author present on this topic in person (which prompted me to get the book), and she really brings these issues to life in a meaningful, compelling, and empowering way."

**Le Anne Harper, Chief Talent Officer, Katalyst Group**

"This book by Dr. Shawn Andrews is a solid synopsis of the dynamics between male and female emotional intelligence. I found it to have a nice blend of research and anecdotal evidence of the value EQ brings - especially for women - and would highly recommend it to those wanting to increase their influence and success."

**Jennifer Shirkani, CEO, Penumbra Group**

“I read about five leadership books a month. The Power of Perception stands out. It is clear Dr. Andrews has done the research and has articulated the information in a simple to understand format.

I loved her writing style and the elegance of the questions she asks at the end of the chapters. Reading this book has given me lots of ways to help women succeed at work and in life. To Quote Dr. Andrews, " You don't need a majority to make things change." One of the best books I have read in the last year.”

**Sabrina Braham, Executive Coach, The Modal Shop and Host of Women’s Leadership Podcast**

“The Power of Perception is very well done. I particularly liked how Dr. Andrews created the historical context for each of the key elements she investigated in her study. Her recommendations and activities provide a good platform for men and women to step in and begin to make a difference!! Thank you for this.”

**Karen Katchen, PhD, Clinical and Counseling Psychologist, Katchen Consulting**

“I had the pleasure of hearing Shawn Andrews speak a few years back at an ATD conference. I have been a fan ever since. This book is an outstanding compilation of research resulting in practical suggestions for application. I thoroughly enjoyed her writing style. This book is a must read for professionals.”

**Cheryl Carstens, Manager Curriculum Development, RMC Learning Solutions**

“After 30 years of being an executive in corporate America and being married to a woman who wasn’t given the respect and pay/career advancement she qualified for and deserved, I have observed the gender gap first-hand. Shawn Andrews’ book blew my mind! I found myself highlighting key learnings along the way. This book is well researched, and fact based. I loved the Summary Points and Reflection Questions at the end of each chapter, making it a good reference book. Filled with strategies on how to create higher performing organizations with gender diversity, this is a book for leaders of today and the future. Most importantly, thank you for speaking on this topic Dr. Andrews with a means to create a better workplace and world. I recommend this book to all male and female businesspeople and even parents raising future leaders!”

**Tom Dutta, CEO, KRE-AT and Host of The Quiet Warrior Show**

“In The Power of Perception, Shawn Andrews does a terrific job of helping readers, regardless of their gender, to understand how women can best be empowered in what is too often a biased world of work. Andrews thoughtfully explores the reasons for workplace inequality and uses important case studies and research to support her discussion. Smart and actionable, The Power of Perception is a great read. I recommend it!

**Dorie Clark, Keynote Speaker, Harvard Business Review Contributor, Duke Fuqua Professor, Author**

“This is a great book based on research-backed information and gives us valuable tools to use in our everyday work and personal lives. By understanding the power of unintentional bias, we can start to overcome it; by seeing the impact of EQ on success in leadership performance, we can develop our EQ and recognize it in others. By understanding some basic differences in the genders (as well as some mistaken perceptions!), we can better understand how to work successfully together.

**Janet Bamber, Director of Clinical and Financial Systems, Renew Health Group**

“Shawn's new book is powerful and insightful for women and all leaders. She brings together excellent research on this popular topic and provides practical and relevant examples of how to manage the Power of Perception. I really enjoyed reading the book and could not put it down! This is a must read for every female and male leader.”

**Pattie Grimm, CEO, Advantage Training, LTD**

“This is a great book! Women face so many biases, many unconscious, and Dr. Andrews does a great job explaining how perception can play such a huge role in our leadership, career advancement and in life! She provides self-reflection questions, so you feel like you are growing through her practical writing and solutions. I highly recommend this book to anyone interested in learning more about how to overcome the gender divide in one's personal experiences.”

**Ryan Block, Mobile Practice Manager, HTC Global, Inc**

“Great book addressing structural barriers that are unique to women in the professional world! Explored topics like emotional intelligence, informal networks, communication, and socialization. Even provided tips and strategies that relate to the concepts of the chapter. Overall easy to read and summary points at the end of each chapter were extremely helpful! Great Read!”

**Renee Navarro, student at UC Irvine, Paul Merage School of Business**

“Dr. Shawn Andrews does a fantastic job of defining the real issues and providing practical tips for leadership and bridging the gender divide. One of the things I found most eye-opening is the impact of social biases on how men and women think and approach different situations. Very insightful.”

**Nicole Jansen, CEO, Discover the Edge and Host of Leaders of Transformation podcast**

“This book really illustrated the gender divide in today's world. Many of the behavioral traits was something I related to and agreed. The tips and knowledge of how each gender behaves was very interesting. I felt that I could totally use this set of tools to help me improve the perception that others have of me. The book also helped me understand that as a woman I need to help other women so we can be strong together.”

**Lang Cao, Senior Product Owner, Glidewell Dental**

“If you are a woman and are interested in full gender equality, this is a must read! I thought I knew where we stood as women in our society around equality, but I must say that Dr. Andrews revealed some amazing research on the HUGE gaps there still are in

pay and leadership between women and men all over the world. I was also really pleased to see all the ways we can support more women in taking leadership roles to support full gender equality!"

**Mary Giuliani, Senior Marketing and Sales Consultant, Marketing Mastery**

"I LOVED this book! This read was so important to me because it empowered me to use my assets in the work force. It completely educated me with statistics, ratios, and examples of gender inequality and what women need to do to push our society forward. Absolutely would recommend to anyone looking into finding more information about the gender gap and how they can be a better leader."

**Nadine Tapia, President, Tapia Beauty Group, LLC**

"The Power of Perception provides insights on the differences in leadership styles between men and women that feels like you are getting the "secret code" to leadership success. Dr. Andrews has broken down the biases that can get in the way - when we don't even realize they are there. Her expertise in emotional intelligence is a reminder that leadership has many facets and when we have better self-awareness, we are more equipped to use that knowledge to manage ourselves, reach out and lead with interpersonal skills that meet the needs of others. This is a must read for those who want to be a more effective leader...and for those coming into our workforce who want the "code" to better workplace relationships."

**Rhonda Askeland, President, ASKRHON Consulting**

"The Power of Perception was an easy to read, fascinating insight into the great "gender divide" in the workforce. The author provided a pleasant mix of personal stories and research evidence to help explain the different emotional intelligence qualities in men and women. I've already sent my college aged daughter a copy, so she will be better prepared to navigate her future career opportunities."

**Christine Garrison, Owner, Compass Health Coaching**

"Dr. Shawn Andrews shares insightful information to help men and women be more successful at work by understanding how what makes us different can help make us be more successful. She reveals unconscious gender biases and stereotypes that we all have and need to be aware of. Her book provides insights, strategies and practical tactics that will help benefit all workers and leverage how what makes us different makes us unique. I highly recommend her book!"

**Teri Sawyer, Owner, T&Co. Branding, Marketing & Public Relations**

"Dr. Shawn's passion and knowledge on the gender divide, biases, leadership, and EQ is inspiring. I absolutely loved her book, The Power of Perception, and believe it will be one that I continue to read and reference. Grateful to be able to experience her wisdom and expertise on these topics."

**Kate Brady, Enterprise Service Delivery Manager, All Covered**

## **AV REQUIREMENTS**

### **COMPUTER, PROJECTORS, AND DISPLAYS**

Dr. Andrews presents using her own Microsoft Surface Book laptop running the latest MS 365 apps for business, including PowerPoint. She can also present on your laptop using a jump drive.

If not providing a professional audio system, please provide an LCD projector that Shawn can connect her laptop to. She will bring a laptop adapter that is compatible with any HDMI or VGA projector.

She presents using a 16:9 display ratio and will bring her own PowerPoint advancer/clicker. If you have a preferred advancer/clicker that is compatible with your AV system, she is happy to use that.

### **MICROPHONE**

Shawn requires a wireless lavalier microphone connected to a professional audio system.

### **AUDIO**

Audio can be output from Shawn's Microsoft Surface Book via the USB ports or a standard 3.5mm analogue headphone jack.

### **AV TESTING / SOUNDCHECK**

If virtual, Shawn is willing to have a tech check Zoom call the week before or week of her presentation. If in-person, Shawn requests an AV check no fewer than 30 minutes before taking the stage.

### **CONFIDENCE MONITORS**

Shawn prefers at least one confidence monitor, if possible.

### **NO PODIUM**

Shawn prefers no podium on stage. If one must be present, it needs to be pushed back so she may walk in front of it unencumbered.

### **NO INTERNET ACCESS**

All videos, audio and content are embedded in the presentation, if applicable. Therefore, no internet access is necessary.

### **BEVERAGE**

Please have a bottle of water available to Shawn while on stage.