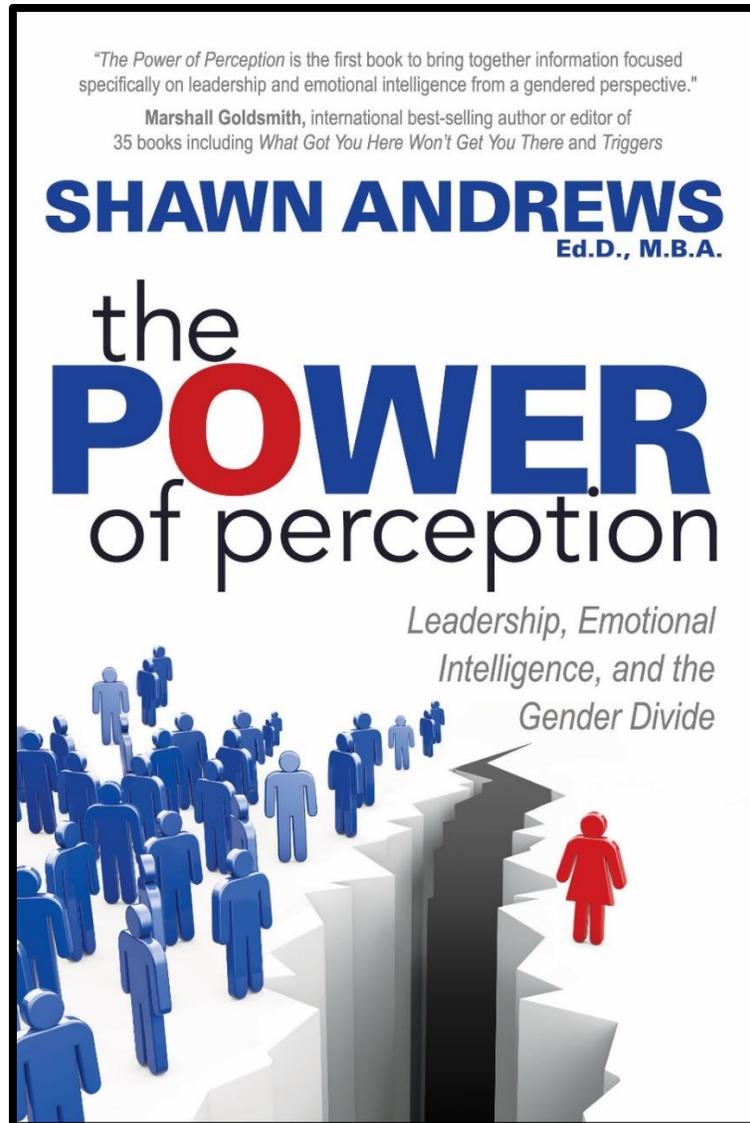


Media Kit

The Power of Perception



DrShawnAndrews.com

The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide

Shawn Andrews, Ed.D., M.B.A.

This Media Kit provides information and resources to quickly share with the media and public for the purposes of promoting and purchasing *The Power of Perception*. For the most up-to-date activity about the book, including interviews, articles and media exposure, please see the **Resources** page on my website at drshawnandrews.com.

Public release date: March 6, 2018

Available through Amazon.com and major bookstores, including Barnes & Noble, Books-A-Million, Chapters, and Powell's Books.

E-book release date: December 2017

Available through over 1,800 different platforms, including Kindle for Amazon, iBookstores for Apple devices, and Nook for Barnes & Noble.

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A. Author Biography

Dr. Shawn Andrews is a keynote speaker and organizational consultant. She speaks and consults to a diverse range of clients, including SABMiller Brewing Company, Broadcom, Johnson and Johnson, Biogen, Bristol-Myers Squibb, Edwards Life Sciences, Manatt law firm, and the Healthcare Businesswomen's Association. She leads workshop sessions at a variety of conferences, including the Association for Talent Development and the Society of Human Resource Management.

Shawn is a frequent contributor to the publications of the Association for Talent Development, Life Sciences Trainers & Educators Network, and Training Industry. She was the 2017 Diversity & Inclusion columnist for *Training Industry Magazine*, and in 2015, she received the *Training Industry Magazine* Editor's and Readership Award for her writing.

With over two decades of corporate experience in the biopharmaceutical industry, she has a strong history of leading, educating and inspiring others. Shawn is experienced in leadership development, facilitation and training, and 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 Model, Insights Discovery Colors, and Blanchard's Situational Leadership.

Extensive work experience, coupled with dissertation research, has given her a research-based, expert level of knowledge in Leadership, Emotional Intelligence, Gender, and Unconscious Bias, and she is the author of the book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* (2018 Morgan James Publishing).

She serves as adjunct professor at Pepperdine University's Graziadio Business School, where she teaches courses on Organizational Behavior, Women in Leadership, Diversity in Organizations, and Leadership and Ethics. Her specific areas of focus include Organizational Leadership, Learning & Development, Talent Management, and Diversity & Inclusion.

Shawn earned her Ed.D. degree in Organizational Leadership from Pepperdine University, an M.B.A. degree from Pepperdine University, and a B.A. degree in Psychology from University of California, Irvine. She has authored multiple published articles and blogs, leads webinars and workshops, and serves on advisory and editorial Boards of Directors. She is founder and CEO of Andrews Research International.

B. Headshot



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D. Book Description

What does it take to overcome obstacles in the pursuit of your career? It's no secret that there's a tremendous leadership gender gap across all industries worldwide. Today, women still struggle to attain parity in leadership, while organizations struggle to leverage diversity and be more inclusive.

The Power of Perception serves as a practical guide to educate men, women and organizations on the barriers and misperceptions that keep women from fully contributing in the workplace. These include differences in leadership style and emotional intelligence, gender bias and stereotypes, and differences in gender culture which show up every day at work and home. The book also explores significant changes in global demographic trends and how our youngest generations are impacting the workplace.

The Power of Perception clearly illustrates the reasons that we don't see more women leading our global businesses. It has nothing to do with women's skills and competencies. It has everything to do with our perceptions of women as leaders, as workers, as mothers,

and as wives. This perception has had, and is continuing to have, a significant impact on promotion for many women. Perception is reality—and it's powerful.

The book provides personal stories of women's journeys, real-world examples, and is based on the author's own research, as well as the research of many others. Every chapter includes practical, easy-to-apply strategies, summary points, and reflection questions to empower men, women and organizations to fully leverage talent and diversity.

Why is this book unique? It's the first book that addresses the global leadership gender gap by examining multiple barriers to advancement, along with gender culture, emotional intelligence, diversity and inclusion, and different generations. It's also the first book to provide actionable and practical strategies for each topic, and integrate multiple constructs into one unifying theme—*The Power of Perception*.

E. Endorsements/What People Are Saying

"*The Power of Perception* is the first book to bring together information focused specifically on leadership and emotional intelligence from a gendered perspective. Dr. Shawn Andrews examines barriers to leadership and global diversity trends that impact today's workplace—and offers practical strategies for individuals and organizations. A fascinating and comprehensive must-read."

—Marshall Goldsmith, international best-selling author or editor of 35 books including *What Got You Here Won't Get You There* and *Triggers*

"If ever there was a time in history that cried out for women's leadership that time is now—and this book underscores why. Thoroughly researched and readable, Dr. Andrews masterfully weaves together an understanding of leadership from the perspectives of the past, present and future. A great read."

—Lois P. Frankel, Ph.D., best-selling author of *See Jane Lead* and *Nice Girls Don't Get the Corner Office*

"*The Power of Perception* is comprehensive, full of actionable insights and profoundly inspiring. Dr. Andrews has done a superb job of showing how organizations can reap enormous benefits by harnessing the power of women's emotional intelligence. This book is a must-read."

—Sally Helgesen, best-selling author of *The Female Vision*, *The Web of Inclusion*, *The Female Advantage*, and *Thriving in 24/7*

"*The Power of Perception* is a powerful and compelling look at the subtle barriers women face every day, and beautifully describes how women's leadership styles and emotional intelligence traits are naturally suited for today's organizations."

—Gail Evans, best-selling author of *Play Like a Man, Win Like a Woman* and *She Wins, You Win*

“It’s long past time to change the biases and eliminate the barriers that women face. This book offers useful insights on how to do that.”

—Adam Grant, Ph.D., New York Times best-selling author of *Originals* and *Give and Take*

“At a time when there’s renewed interest in finally solving the gender parity problem, *The Power of Perception* offers fresh insights based on considerable research. Read this book to enhance the power of your perception.”

—Carol Frohlinger, President, Negotiating Women, Inc., author of *Her Place at the Table* and *Nice Girls Just Don’t Get It*

“Anyone who wants to understand gender in the workplace should read this book. Dr. Shawn Andrews helps explain current realities, break down misconceptions, and illuminates a path forward that can lead to greater opportunity for individual professionals and better bottom-line results for companies.”

—Dorie Clark, adjunct professor at Duke University’s Fuqua School of Business, author of *Reinventing You* and *Stand Out*

“At last! A departure from fix-the-women strategies to a big picture overview of how to adapt twenty-first century business to the consequences of the gender revolution. Essential reading for leaders who want to boost sustainable performance by understanding the multiple perceptions at play.”

—Avivah Wittenberg-Cox, CEO, 20-first, author of *How Women Mean Business*

“A practical guide for any leader who is a woman who works to further her career.”

—Frances R. Hesselbein, President & CEO, The Frances Hesselbein Leadership Institute

“Dr. Shawn Andrews does a great job of shining a light on how the same emotional intelligence skills are seen differently in male and female leaders in *The Power of Perception*. She uses rich examples and provides her own original research with women leaders. She goes on to present strategies that all leaders should be aware of.”

—Steven Stein, Ph.D., CEO, Multi-Health Systems, author of *The EQ Leader* and co-author of *The EQ Edge*

“Dr. Shawn Andrews has done a stellar job in invalidating the misconception that men make better leaders than women, by presenting compelling findings demonstrating that there are no gender differences among highly effective leaders in the corporate world. She confirms research findings that my colleagues and I have obtained, which have also shown that businesses led by women are often more profitable than those led by men.”

—Reuven Bar-On, Ph.D., author of the EQ-i emotional intelligence assessment

“*The Power of Perception* gives both power and discernment to deepen our understanding of transactive management vs. transformative leadership. It is no surprise that women leaders may have a decided developmental edge when it comes to

transformative leadership. Get this book to understand why; it's a critical leadership book for both men and women leaders today!"

—Kevin Cashman, Senior Partner, CEO & Executive Development, Korn Ferry, best-selling author of *Leadership from the Inside Out* and *The Pause Principle*

"*The Power of Perception* tackles the gender divide head on and offers tangible solutions that empower versus blame. A must-read for the individual and those advancing their organization's gender agenda."

—Laurie Cooke, CEO, Healthcare Businesswomen's Association

"Dr. Shawn Andrews is committed to developing talent and contributing new research to the study of leadership and emotional intelligence. We know that diversity in the workplace matters, and this book provides fresh insights about the power of perception, which is beneficial to all of us."

—Tony Bingham, President and CEO, Association for Talent Development, co-author of *The New Social Learning* and *Presenting Learning*

F. Notable Clients/Industries

Allergan

Association for Talent Development

Biogen

Bristol-Myers Squibb

Broadcom

California Resources Corporation

Edwards Lifesciences

Gilead Sciences

Glidewell Laboratories

Healthcare Businesswomen's Association

International Leadership Association

Janssen Pharmaceuticals/Johnson & Johnson

La Jolla Pharmaceutical Company

Manatt, Phelps and Phillips, LLC

Merck Group/Millipore Sigma

National Diversity Council

New York Cancer & Blood Specialists

SAB Miller Brewing Company

Society for Human Resource Management
Tang Capital Management

Top 3 Industries

1. Healthcare
2. Technology
3. Financial Services

G. Media Interview Topics

The leadership gender gap

Women in leadership or business

Gender differences (both hard-wired and socialized)

Emotional Intelligence

Perception of leaders and women

Barriers to leadership

Diversity and Inclusion

Talent Management

Generations in the workplace (Veterans, Baby Boomers, Gen X, Millennials, Gen Z)

Global diversity trends

H. Media Interview Questions (with approximate time for response)

What are the current statistics around the leadership gender gap? (2 min)

Where do we see the biggest leadership gaps? (1 min)

Are there any sectors where women dominate leadership? (2 min)

How are men and women wired differently? (2 min)

How are men and women raised differently? (3 min)

What impact do gender differences have in the workplace? (3 min)

What is emotional intelligence? (30 sec)

Why is emotional intelligence important? (30 sec)

How do men and women differ in their emotional intelligence? (2 min)

Are emotional intelligence gender differences hard-wired or socialized? (2 min)

How are women perceived differently from men at home and at work? (3 min)

What are some of the barriers to leadership for women? (3 min)

How can we address these barriers? (2-5 min)

What can we do to address differences in gender culture? (1 min)

What are the global diversity trends that we should be aware of? (2 min)

How does diversity and inclusion differ? (1 min)

What can men do to support more women? (2 min)

What can CEOs do to ensure they are fully leveraging their talent? (2 min)

What can organizations do to be more inclusive? (3 min)

How do our youngest generations (Millennials and Gen Z) impact today's workplace? (2 min)

What do Millennials have in common with women? (2 min)

Will we ever close the leadership gender gap? (2 min)

I. Speaking Topics (with descriptions)

Dr. Shawn Andrews has presented to a wide array of audiences, including human resources, technology, legal, financial, learning and development, talent management, food and beverage, and healthcare. She speaks on leadership, emotional intelligence, gender, unconscious bias, diversity and inclusion, and multi-generations.

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 the room 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.

These are sample topics. Please feel free to contact us if you'd like to schedule a talk or discuss a customized presentation. You can also view videos of her talks.

The Power of Perception: Leadership, Emotional Intelligence and Gender

Even though women make up over half of the workforce and 60% of bachelor degrees in U.S. and Europe, they are still not making inroads into leadership positions. To further complicate the issue, gender-specific EQ competencies impact the perception of men and women differently.

Understanding the power of perception can dramatically improve your career advancement opportunities. Building on her new book, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide*, Dr. Andrews will address the latest research on these topics and show you how to apply practical strategies to boost your career.

During this interactive presentation, you'll 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 and socialized) which show up every day at work and home
- Apply knowledge and tactics to improve career advancement

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 LGBT employees. There is no doubt that our workplace is becoming more diverse, which increases the potential for more biases.

During this interactive presentation, you'll learn how to:

- Identify different types, causes and impact of bias in the workplace
- Explore the effect of global demographic shifts on biases
- Utilize case studies to communicate potential biases
- Apply individual and organizational strategies to minimize bias

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 will soon have five generations working side-by-side—which can be a challenge to navigate.

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

During this interactive presentation, you'll learn how to:

- Identify types and causes of bias, especially ageism
- Explore the impact of D&I trends
- Leverage the strengths of each generation
- Create a Boomer-Millennial dream team

Driving D&I: 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.

D&I 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, then eventually evolve to become inclusive at the top of the pyramid. If an organization sets out to be inclusive from the start, then diversity will naturally follow.

During this interactive presentation, you'll learn how to:

- Appreciate the difference between diversity and inclusion
- Explore the impact of global D&I trends
- Describe the business case for diversity
- Identify D&I gaps and opportunities in your organization
- Apply different approaches to develop a diverse and inclusive workplace

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?

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

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

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 leaders in the organization.

During this interactive presentation, you'll learn how to:

- Examine the importance of EQ in the workplace
- Explore the impact of EQ on leadership
- Appreciate differences in EQ and gender
- Differentiate between teams with high EQ and teams with low EQ
- Leverage practical strategies to improve EQ competencies

Hiring for EQ: How to Select and Train 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 provide the neuroscience behind EQ and teams, behavioral interviewing tips, and tools you can use to select and train for high emotional intelligence.

During this interactive presentation, you'll learn how to:

- Identify the most important EQ skills for the job
- Assess the level of EQ during the hiring process
- Explore the neuroscience and impact that EQ has on teams

- Apply tips and tools to select employees with high EQ
- Train employees, hiring managers, HR, and leadership in developing EQ skills

J. Logos and Branding



DR. SHAWN ANDREWS
inform ▪ inspire ▪ empower



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K. Press Release

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****FOR IMMEDIATE RELEASE****

Addressing the Global Leadership Gender Gap

NEW YORK—MARCH 6, 2018—Morgan James's new release, *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* by Dr. Shawn Andrews, explains the differences in gender culture that often hinder a woman's impact in the workplace. An expert in the fields of diversity and organizational leadership, Dr. Andrews provides a practical guide for men, women, and organizations to acknowledge and overcome the barriers women face in business.

Women make up more than half of the U.S. workforce, yet nearly every major corporation is led by a man. Women are statistically more educated than men, and thus just as qualified for these roles, yet there is still a gender gap. *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide* examines the reasons why more women are not found in positions of leadership within various organizations. From differences in leadership style and emotional intelligence, to societal stereotypes and gender bias, Andrews provides an in-depth look at gender equality in the business world. She also explores significant changes in global demographic trends and what our youngest generations have in common with women, for a glimpse into the future of business.

The fight for gender parity and women's rights has come a long way in the last century, but there is still much progress to be made. In *The Power of Perception*, Dr. Andrews offers personal stories of women's journeys and real-life examples, as well as sharing her own research and experience. She also offers practical steps that organizations can take to close the gender gap and begin to recognize women for their contribution and leadership potential in the workplace.

The disparity in global leadership will never be balanced until the perception of women in both the workplace and in society is shifted to recognize their authentic value and strengths. Dr. Shawn Andrews leads the way and paves the path to true equality in *The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide*.

If you would like more information about this topic, or to schedule an interview with Dr. Shawn Andrews, please call 714.367.6063.

About the Author:

Dr. Shawn Andrews is a professional speaker, an organizational consultant, and the founder and CEO of Andrews Research International. She earned her Ed.D. degree in Organizational Leadership from Pepperdine University, an M.B.A. degree from Pepperdine University, and a B.A. degree in Psychology from University of California, Irvine. Dr. Andrews serves as adjunct professor at Pepperdine University's Graziadio School of Business and Management, where she teaches

courses on Organizational Behavior, Women in Leadership, Diversity in Organizations, and Leadership and Ethics. She is the Diversity & Inclusion columnist for Training Industry magazine, and a frequent contributor to the publications of the Association for Talent Development, Life Sciences Trainers & Educators Network, and Training Industry. Dr. Andrews currently resides in Orange Country, CA. (www.DrShawnAndrews.com)

More About This Title:

The Power of Perception: Leadership, Emotional Intelligence, and the Gender Divide by Shawn Andrews, will be released by Morgan James Publishing on March 6, 2018. *The Power of Perception*—ISBN 9781683505792—has 356 pages and is being sold as a trade paperback for \$19.95.

About Morgan James Publishing:

Morgan James publishes trade quality titles designed to educate, encourage, inspire, or entertain readers with current, consistent, relevant topics that are available everywhere books are sold. (www.MorganJamesPublishing.com)

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