

Ms. Led:
10 hardcore business lessons neither your mother nor your b-school taught you

You can learn how to read a balance sheet or form a corporation. Hoards of people will tell you how to build an online presence, how to hire people and how to get PR. But true business advantage is knowing the unwritten, unmeasured rules of engagement: those dirty little business secrets that most women aren't aware of and that men just take for granted.

This session will get down and dirty as it exposes 10 pearls of wisdom that will help all women improve their businesses and overall lives. We'll discuss why your friends aren't good for your business and what businesswomen can learn from prostitutes. Find out how to generate more leads and more sales just by changing your business attitude and expectations.

Make no 'mystique' about it, knowing these unwritten rules and realities can truly be a businessgirl's best friend forever. Ladies, start your engines, this session promises to pimp your biz and pump you up.

Five key points attendees will learn:

1. How to tackle business challenges more productively and with less emotional energy
2. How to use failure as a key to success
3. Where to find customers and how to avoid distracting prospects
4. How to be more decisive, more confident and a better leader
5. How to build a bandwagon that everyone wants to ride on.

Speaker Bio:

Alyssa Dver, CPM, CPMM



Author of the popular books, “No Time Marketing: small business-sized steps in 30 minutes or less” & “Software Product Management Essentials”

- **Serial Success** - *founded The Center to Prevent Lost Children, Wander Wear Inc., Mom Matters WebTV & Mint Green Marketing, plus worked at several market-leading startups and consulted for dozens more.*
- **Recognized by Business’s Best**- *BusinessWeek ’07 Female Entrepreneurs to Watch, Wharton graduate and frequent b-school guest lecturer*
- **Respected Journalist & Industry Expert**- *regularly published in Forbes, BusinessWeek, Entrepreneur, Chief Marketer, Promo, Software Magazine, The Commonwealth Institute, Newsday, Journal of Commerce, and many others.*
- **Trusted Knowledge Source** - *interviewed by Fox, CBS, CN8, Boston & Hartford Business Journals, NPR, Voice of America, The Boston Globe, Ladies Who Launch, MassWTT, The Women’s Radio Network, American Airlines Radio, etc.*
- **Sought-After Speaker & Educator**– *appreciated by audiences at The World Diversity Leadership Summit at the United Nations, The Women’s Congress, The American Marketing Association, The American Banking Association, The American Strategic Management Institute, etc.*