



Bonnie marcus M.Ed., CEC

Award winning entrepreneur, *Forbes* and *Business Insider* contributing writer, **Bonnie Marcus, M.Ed.**, has real conversations for real women about real situations in the workplace today.

As President and founder of **Women's Success Coaching**, Bonnie assists professional women to successfully navigate the complexities of the workplace and get the promotions they deserve. With over 20 years of sales and management experience, Bonnie's extensive business background includes CEO of a ServiceMaster company, VP of Sales at Medical Staffing Network, and two other national companies in the healthcare and software industries. She has held executive positions in startup companies and **Fortune 500** companies.

Forbes honored **Womens Success Coaching** three years in a row as one of The Top 100 Websites for Professional Women stating, "Women's Success Coaching weighs in on the many building blocks of empowering women in business, from assertive communication to self-promotion to sensitivity training."

Her weekly radio show, **GPS Your Career: A Woman's Guide to Success**, provides practical tips and resources for professional women to succeed in business.

In addition to **ForbesWoman**, Bonnie has been published in **Business Insider, Daily Worth, Women Entrepreneur, Women of HR**, and **Central Valley Business Times**. She has been featured in the **Wall Street Journal, Fast Company, Diversity MBA, CIO Magazine**, and **Reader's Digest**.

Bonnie received a BA from Connecticut College and a M.Ed. from New York University. She is an ICF certified executive coach.

Bonnie@WomensSuccessCoaching.com

The Politics of Promotion™

How do you get the promotion you deserve?

Workplaces are highly competitive and politicized environments where key decisions about who gets ahead, who gets plum assignments, who get access to scarce resources are not just decided on merit. There is a political art of promotion that allows you to compete.

What attendees can expect:

Bonnie demystifies workplace dynamics in a humorous and safe way. She addresses what happens in the workplace that people don't talk about. Her presentations are real conversations about how decisions are made and how women can compete without selling out.

Keynotes topics:

Anatomy of a Blindside

This keynote is based on Bonnie's personal story and the lessons she learned when passed over for a promotion. As women, our avoidance of office politics puts us in a vulnerable position and jeopardizes our efforts to advance our careers. Bonnie offers a practical approach for women to avoid being blindsided, to navigate the complexities of the workplace, and get the promotions they deserve without losing their integrity.

Bonnie will share with the audience:

- ✓ The importance of understanding workplace politics.
- ✓ How to identify key stakeholders who have power and influence
- ✓ How to build relationships of trust and confidence with key stakeholders and influencers.
- ✓ Her proven method for getting a promotion

Look Out Before You Lean In:

Overcoming Second Generation Gender Bias

Women are being told to lean in and embrace their ambition, but what happens when they lean in? Not every organization is receptive to assertive ambitious women. This keynote offers a guide for ambitious women to assess the culture and workplace dynamics in their organization to uncover hidden gender bias, the rules and the unwritten rules, and put a plan in place to successfully navigate to get ahead and stay ahead.

In this keynote presentation, Bonnie addresses:

- ✓ What to look for: How the company culture and rules support gender bias
- ✓ How to identify, circumvent and overcome gender bias
- ✓ What women can do to better position themselves in their organization



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Keynotes and Workshops:

*Mastering the Art of
Savvy Self-Promotion*

*Strategic Networking:
How to Build and Leverage
Critical Relationships to
Advance Your Career*

*GPS Your Career: Navigate
Your Path to Success*

*Understanding Your Value:
the Key to Promoting and Positioning
Yourself for Success in Business Today*

*The Smart Woman's Guide to
Assertive Confident Leadership*



Bonnie (center stage) presenting at the
NAPW Conference in NYC.

**Forbes
Woman**
Top 100 Website
for Women

To invite Bonnie to your next event

Call 203 529 3202

Or email

info@thepoliticsofpromotion.com

What people are saying:

Bonnie is an excellent speaker. Her presentation to the Citi Women Network on "The Anatomy of a Blindside" was truly outstanding. Bonnie made it clear to all of the women who attended the presentation that in order to avoid being blindsided in their careers that they must embrace and understand the importance of workplace politics, assess their influence and value-add, and build allies and bridges across their organizations. Bonnie has forced all who attended her presentation to look outside of their comfort zones and embrace the informal influences that shape their careers. Bonnie is engaging and her insights and guidance should be heard by every professional woman.

– *Heather Finn, Director, Citigroup Global Markets*

I greatly enjoyed Bonnie's presentation, The Politics of Promotion, at the Bryant Women's Summit. She is engaging and her presentation is powerful, informative and insightful. She did an awesome job sharing practical and important information and techniques with a conference room full of high-level, high-powered and motivated women entrepreneurs and women executives on how to succeed in a complex business environment. Her years of consulting experiences helped attendees understand her points and logic.

I am ready to share her knowledge with friends and practice her advice at work. It is highly recommended.

– *Crystal Jiang, Associate Professor of Management, Bryant University*

"In her presentation, "The Anatomy of a Blindside", Bonnie's passion, enthusiasm, and life lessons were presented to our Boston network of Women in Technology International (WITI). The audience was fully engaged and looking for best practices to embrace and understand the political corporate world we live in to bridge the gap in one's own department, organization or even one's personal life. Bonnie was a pleasure to work with from planning the program to onsite engagement and follow-up. I would definitely recommend her and look forward to working with her again.

– *Deborah Stark, WITI Boston Regional Network Director and Marketing Manager, Charles River Development*

I attended Bonnie's "Owning Your Career" presentation and found it very engaging. She clearly communicates the importance of thinking strategically about your career. What differentiates this from other presentations was the incorporation of strategies and tactics that are easily executed. Bonnie's energy and positive attitude are infectious.

– *Ike Barbatsoulis, Senior Vice President and Chief Operating Officer, Chubb Services Corporation*

Bonnie, you "rocked the house" again this year at the RSPA Convention.

Thank you for a great presentation!

– *Debi Besmer, Managing Partner, Archelon Enclosures/ www.ArchelonEnclosures.com*