

# The Women's Center's Leadership Series

The Women's Center Proudly Presents

## Leveraging Purpose and Passion in the Workplace™

The Women's Center is pleased to announce an exciting one-day workshop with Alaina Love and Sheppard Lake, internationally recognized experts on leadership, purpose, employee passions and organizational development.

Date: September 16, 2010

Time: 8:30am – 5:00pm

Location: Reed Smith LLP, Fairview Park, Falls Church, VA

Ticket: Cost \$425

**For details and registration, visit [www.thewomenscenter.org](http://www.thewomenscenter.org)**

All proceeds from this event will support The Women's Center.

### **Discover Your Passions and Bring Them to Work!**

Has work lost its excitement for you? Are you struggling to find that spark again or searching for a new opportunity? Or, do you want to build a more effective, cohesive team? Learn how to make the more than 84,000 hours of life spent at work fun and fulfilling.

In this interactive and engaging workshop, you will be introduced to the 10 archetypes of passion operating in the work environment. You will discover your own passions, including their strengths and vulnerabilities, learn about the roles for which you are most suited, and gain insight into how individuals with different archetypes may best work together.

As a special bonus feature of the workshop, you will receive exclusive access to a new online tool, the Passion Profiler™, which identifies and measures specific “archetypes of passion” and reveals how those passions relate to your current work role. A Comprehensive Analysis of your unique passions will be provided to each attendee. The workshop will also examine the fear-based roadblocks to success and provide new insights for overcoming those obstacles in order to create a fulfilling work and life experience.

Through this workshop experience, you will:

- Discover your own “archetypes of passion”, which define who you are and the unique contributions you can make to the world and to your work
- Develop a thorough understanding of the power of purpose and passion (combined with skills) in achieving personal fulfillment and great results at work
- Understand how your Passion Archetypes, Work Affiliation and Reflective Thinking may be influencing your current experience at work and in your personal life
- Examine the impact of your Passion Archetypes on how knowledge is created and utilized in an organization
- Gain new tools for addressing fears that impact personal success
- Create a Passion-Linked Development Plan that allows you to take what you've learned in this program and put it into action



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## Workshop Leaders

### **Alaina Love, President, Purpose Linked Consulting (PLC)**

Alaina Love, president of Purpose Linked Consulting (PLC), an international leadership and organization consulting firm, knows first-hand that when employees are passionate about their jobs, organizations and individuals benefit from what passion ignites: job satisfaction and increased morale, better retention, and great results.

In 1994, Love leveraged her considerable experience as multi-national corporate executive and formed Purpose Linked Consulting, which provides leadership and organization development services to large Fortune 500 firms as well as small, independent companies and hospitals. Alaina helps her clients discover and apply the purpose and passions of each employee, so that organizations move from good to great. Prior to founding PLC, Alaina spent more than twelve years at Merck & Co., Inc. where she was executive director of human resources, a research scientist and clinical researcher.

Alaina now provides a broad range of leadership, team and organization development services to clients, including The Passion Profiler™, a comprehensive tool developed by PLC to assess employees' purpose as work-related passions. She is the co-author of *The Purpose Linked Organization* (McGraw-Hill, 2009) and is author of many of the firm's workshops and instruments. Alaina also writes a monthly leadership column for BusinessWeek.com entitled, *Leading With Purpose*, a blog for *PINK Magazine*, and is a leadership panelist for the *Washington Post*.

### **Sheppard Lake, President, Sheppard Lake Consulting**

Sheppard Lake works with corporations in the area of Organizational Development. As a consultant, facilitator and coach, Sheppard specializes on authentic leadership, employee engagement and the people side of change management. Her expertise and style allow her to guide individuals and teams on a journey of self discovery to increase effectiveness and improve results. Certified in both the Birkman Personality Assessment and Myers Briggs Type Indicator, Sheppard can work with people to help them gain greater self-awareness, a critical aspect of leadership effectiveness.

Sheppard has held professional and leadership positions in small boutique firms to Fortune 500 companies. Her background is varied and includes sales, marketing, event planning, recruiting, and training.

A native of North Carolina, Sheppard received a Masters of Science degree from the London School of Economics in Organizational and Social Psychology. Her areas of focus were Psychology of Gender and Psychology of Leadership. In addition, she graduated cum laude from Meredith College in Raleigh, North Carolina, with a Bachelor of Science degree in Business Management with a concentration in Marketing and Minor in Psychology.

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