



Jessika M. Ferm

Speaker | Coach | Consultant

About Jessika

Audience Feedback

Jessika M. Ferm has dedicated her career to helping business professionals enhance their leadership skills and on-the-job effectiveness. Her firm, J.Ferm, LLC, works with executives and managers at many leading corporations, including Pitney Bowes, UBS Financial Services, L.E.K. Consulting, Inc., and Kempinski Hotels and Resorts.

A dynamic and engaging keynote speaker, executive coach, and consultant, Ms. Ferm is known for her “no frills, no fluff” approach to solving business challenges. Her keynotes and presentations provide a strategic mix of leadership and management concepts with easy-to-use exercises that produce immediate and long-lasting results.

Ms. Ferm is a Professionally Certified Coach and holds numerous certifications in the fields of behaviors, values and leadership development. She holds a Master of Arts in Teaching/Instructional Design and a Bachelor of Science in Business Management/Leadership from Johnson & Wales University, Providence, RI.

J.Ferm was founded in 2002 and has offices in Boston, MA Columbus, OH and Gothenburg, Sweden.

“Jessika Ferm’s ‘no frills, no fluff’ approach to speaking really appeals to me. As a busy professional, I appreciated hearing a presentation that offered concrete suggestions and a practical system for application – versus many speakers who offer nothing more than a glorified sales pitch for their services. If you are interested in a bottom-line driven, professional and reliable speaker who will deliver strategies and solutions, hire Jessika Ferm.”

- President, Revenue Revolution.

“Jessika has the ability to communicate effectively with everyone at all levels and getting people thinking outside the box. Her energy is contagious and we consider her a true leader. She is extremely knowledgeable in all employee relations topics and she is flexible, creative, and efficient. We regard her with the highest level of respect as a presenter.”

- Director of HR, Rhode Island Housing

“Jessika Ferm is among my favorite professional speakers because she is highly prepared, engages her audience, and uses interesting stories and examples to bring concepts to life. I always look forward to her presentations because I know I’ll enjoy the learning process and come away with actionable ideas.”

- President, BlueTree Media, LLC

Areas of Expertise

Clients Include

All of Ms. Ferm’s keynotes and presentations are carefully crafted to meet the audience’s needs and leave a lasting impact. Her areas of expertise include:

- Leadership and Management Development
- Client Engagement
- Business Development and Entrepreneurial Success
- Communication and Relationship Building
- Behavior and Motivation Development (DISC and PIAV)
- Conflict Resolution

- Martha Stewart Living Radio
- UBS Financial Services
- Pitney Bowes
- Piper Jaffrey
- Nationwide Insurance
- DiCicco Gulman & Co.
- Rhode Island Housing
- Sixfigurejobs.com
- Carnegie Mellon University
- Allyn & Bacon Publishing
- Kempinski Hotels and Resorts
- L.E.K. Consulting, LLC
- Downtown Women’s Club
- American Marketing Association
- Sylvania
- Thermo Fisher Scientific
- GMAC®
- New England Human Resources Association

For more information, contact Jessika at : 614-441-8972 (o), 617-510-1406 (c), keynotes@jferm.com or www.jferm.com.

Jessika M. Ferm's Most Requested Presentations and Keynotes

Dealing Effectively With the “Dominant Big Shot™” *The Four Steps You Must Know to Get What You Want.*

This presentation offers strategies and techniques for interacting more effectively with “Dominant Big Shots™.” It teaches the audience how to tap into what motivates Dominant Big Shots™ and how to move conversations and interactions from “Lose-Win” to “Win-Win” when dealing with challenging gatekeepers. The audience will:

- Learn the four steps to building profitable long-term relationships with “Dominant Big Shots™”
- Discover how to maneuver around the DBS's hot buttons to create a positive environment
- Learn how to prepare, execute, and follow up effectively with a “Dominant Big Shot™”

First Principles of Leadership *Leading from the Core to Inspire, Motivate, and Thrive*

The definition of leadership evolves over time to take into consideration changes in the business climate, economic and political events, and generational differences. But some things never change. They are the “First Principles of Leadership” and the foundation of our actions and behavior as leaders. When we understand, embrace, and implement these principles at the core, we become powerful leaders that inspire others. In this presentation, the audience will:

- Learn the first principles of leadership and develop personal strategies that inspire others to reach new levels of performance
- Identify which of the first principles need most attention
- Create a plan for communicating and implementing personal core leadership standards in order to make a real difference

Creating Lasting Change *The Secrets to Accomplishing Your Goals*

Many of us begin the New Year with a sense of renewal and a strong desire to tackle audacious resolutions, intentions and goals. Yet most of us find that our motivation dwindles a few months later and old habits sneak back in. Sound familiar? Researchers at the University of Scranton reported that after six months, only 54 percent of Americans surveyed were maintaining their New Year's resolutions. What happens to the initial momentum? This presentation will answer that question and the audience will:

- Learn how to avoid “The Four Fatal Flaws of Goal Setting”
- Discover how to consistently use “The Four Step Power Process” to accomplish goals
- Walk away with at least three goal planning tools for producing immediate results

Take the PAIN out of Managing *The “No Frills. No Fluff. Just Results.” Solution.*

“Why do my staff leave early while I work overtime?” “Why do I have to address the same performance issues over and over again?” “Why can't they just...?” If these questions hit a nerve you are probably experiencing the pains of management. Are you ready to end the suffering and being strategizing for how to manage more effectively? In this presentation, the audience will:

- Learn the five concepts exceptional managers fine-tune to produce extraordinary results
- Explore the shifts in management thinking and acting that make a significant difference with staff
- Discover how to implement top management strategies and use them effectively at all levels within an organization

Stop Selling, Start Advising *Strategies for Becoming a Trusted Advisor*

Have you ever interacted with a person who, within seconds, moves the conversation into a “sale” of his or her products, services, or ideas? Most of us have, and the lasting impression of this person tends to be negative. In today's sophisticated purchasing economy, buyers don't want to be “sold.” They want to be advised of the options and gain the most appropriate information to make a decision. In this presentation, the audience will:

- Learn the secrets of trusted advisors and discover strategies for building long-term profitable relationships
- Gain increased self-awareness of shadow behaviors that create obstacles for building business relationships with tact and integrity
- Learn how to dump negative “head trash” and move forward as a confident and competent advisor

YOU (More Effectively) *Strategies for Maximizing Your Personal Presence*

If we start with the premise: “you are perfect the way you are” we leave very little room for changes and improvements. If we shift that premise slightly, to: “you can always be more effective,” we create an opportunity to maximize our personal presence. This process requires increased self-awareness and a willingness to confront brutal facts about how we come across and how our strengths can be maximized. In this presentation, the audience will:

- Discover what it takes to be “You (More Effectively)”
- Identify shadow behaviors or negative beliefs stand in the way of maximizing personal effectiveness
- Create a power plan for being “You (More Effectively)”

HR, Training, & Org. Development

The Power of Assessments

How to Implement, Execute, and Produce ROI Using the DISC and PIAV Assessments

There is no shortage of assessment tools on the market claiming to solve many of your HR challenges. Some offer a complicated all-inclusive process and others are stand-alone assessments with limited scope and applicability. When combined, the DISC and the PIAV assessments offer HR professionals the flexibility, usability, and measurable ROI the executive team is looking for. In this presentation, the audience will:

- Learn what the DISC and PIAV do and don't measure
- Discover how to use this combination for screening and hiring, leadership development, team building, and retention purposes
- Learn how to effectively introduce assessments to your organization while avoiding common pitfalls

So, They Want a Coaching Program

How to Design, Implement, and Launch a Successful Organizational Coaching Program

Coaching is quickly becoming the “buzz-strategy” for managing performance, retaining top talent, and providing executives with objective external advisors to execute complicated strategic initiatives. This causes the questions: “How do you bring external coaches into your organization?” “What do you need to know to do so efficiently and cost effectively?” In this presentation, the audience will:

- Learn the key questions to ask *before* deciding if an organizational coaching program is the right solution
- Learn the key questions to ask *after* you have decided to implement a coaching program that produces measurable results
- Design a coach screening process and create parameters for coaches to bring on board
- Receive a prep-checklist for successfully launching an organizational coaching program

Law & Swedish Firms

The Crucial Skills They Didn't Teach You in Law School

Business Building Strategies for Women Attorneys

Our research indicates that senior leadership opportunities in the legal profession are most often given to those who bring in the business, not necessarily the best lawyers. One might say, “To the rainmaker go the spoils.” Many female attorneys who are masters of their craft miss out on opportunities because they aren't focusing on developing thriving practices. This doesn't have to be the case. In this presentation, the audience will:

- Learn how to tap into the four key distinctions that separate you from the competition
- Identify which of the distinctions you need to develop and which to maximize
- Create a business building plan that opens up doors, brings in business, and builds long-term profitable relationships

Straight to the Point (With Tact)

Strategies for Swedish Business Professionals to Effectively Communicate in the US Business World

Swedish business people are known for being objective, to the point, and tend to use a “no frills, no fluff” approach to communication. Though these techniques work great in the Swedish culture where this type of approach is expected, it can be detrimental when used incorrectly in the US business world. In this presentation, the audience will:

- Learn how to maximize your “Swedish Strengths” to communicate effectively in the US business world
- Identify which “Swedish Shadows” stand in the way of your effectiveness and learn how to turn shadows into opportunities
- Discover how to build long-term profitable relationships in the US business world