



NO FRILLS NO FLUFF®  
LEADERSHIP DEVELOPMENT

## **Leading in Times of Change: Strategies for Moving from Surviving to Thriving**

In order to be effective in today's ever-changing world, leaders must become experts at managing three significant factors: (1) Economic shifts, (2) Generational diversity, and (3) New standards of work. Like no other time in history, the pace of change is picking up quickly and leaders are expected to be flexible, nimble, and positive, while also accomplishing significant goals with minimal resources.

*In this workshop, participants will learn:*

- How to prepare for and manage the three most important economic shifts in order to build sustainable organizations;
- The pitfalls and best practices of managing and interacting with Boomers, Gen X, and Gen Y in order to maximize an ever-decreasing pool of human resources; and,
- What the new standards of work are and how to incorporate them into day-to-day activities to prepare for the next level of leadership needed during times of change.

Participants will walk away with:

- A deeper understanding of how the economic shifts affect their ability to lead effectively during times of change;
- An increased understanding and appreciation of the strengths that each generational group brings to the workplace and strategies for tapping into those strengths to accomplish results; and,
- A personalized action plan for adjusting their current leadership approach to manage change more effectively.

About the presenter:

Jessika M. Ferm is the President of J.Ferm, LLC, an international leadership development firm, and specializes in relieving leadership and management pains for non and for-profit organizations. She is known for her "no frills no fluff" approach and is a trusted advisor and Executive Coach to leaders in the US, Europe, and Middle East. She draws from her diverse experiences working in higher education, corporate America, and being a successful entrepreneur. She received her Master's of Arts in Teaching/Instructional Design and Bachelor of Science in Management/Leadership from Johnson & Wales University in Providence, RI where she also taught leadership for four years as an adjunct professor. She is a master-level executive coach and a Certified Professional Behavioral Analyst. Ms. Ferm grew up in Sweden and has lived in the US for 16 years. She currently resides in Columbus, OH from where she manages J.Ferm's Boston and Gothenburg offices.