

## **Libby Gill Program Descriptions**

### **You Unstuck**

#### Creating a Culture of Risk-taking and Innovation

Sooner or later, every individual or franchise organization gets stuck. It's just part of the human condition. Maybe the "stuckness" manifests as a lack of agility or an unwillingness to innovate or take risks. Maybe it's a general feeling of malaise or disengagement. However it shows up, if you ignore your stuck state, you run the risk of mediocrity becoming your new normal.

### **Igniting Bold Leadership**

#### Inspiring High-Passion and High-Performance at All Levels of Your Franchise Organization

A corporate entertainment veteran, Libby Gill held senior management positions in public relations and communications at Sony Pictures Entertainment, Universal Studios and Turner Broadcasting, and was also the branding brain behind the launch of the Dr. Phil Show. During her 15-year Hollywood tenure in an industry known for cutthroat competition, she survived more than a dozen management restructures, transitions and takeovers. Yet with each change, Libby positioned her company to maintain their competitive edge – and emerged as a leader herself.

### **Capture the Mindshare & the Market Share Will Follow**

#### Aligning Personal Brand with Organizational Vision

In these challenging times, it's more important than ever that your franchise brand cuts through the clutter and captures the mindshare of your customers and clients. Because once you've got their mindshare – that is, their trust, loyalty, heads and hearts – the market share will follow. So how do you capture the mindshare?