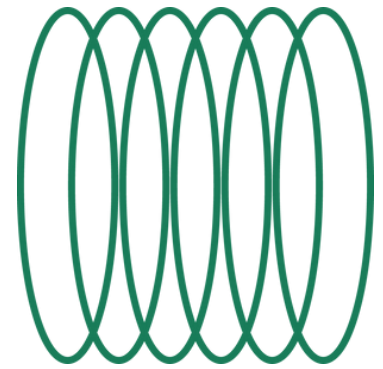




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## Topics

### **Leading with Empathy: Breaking Down Barriers to Foster Courage and Growth**

We are living in an era where staff are either working remotely, in a hybrid situation or fully working in a physical office. With employees working in different environments, the ability to connect with your team is critical to creating positive human connections. In fact, research has shown that team leaders who use authentic empathy to encourage their teams create enhanced communication amongst the team, better team bonding, and improved morale, productivity and creativity.

The target audience for current and aspiring leaders. It will explore how empathetic leadership can foster a better experience for your customers, thereby increasing your brand's reputation resulting in your company's growth...and the growth of your team members.

### **Learning Objectives:**

- Identify what employees want and need in order to be productive and satisfied (hint: there are three primary factors)
- Identify how team leaders adapt their communication style when necessary
- Plan for a future of authentic leadership

## Profile

In her career, Cathy has worn many hats in her different roles. She has a unique perspective from starting in entry-level to executive level positions. Through the years, she has been an administrative assistant, intern, coordinator, manager, director, vice president, chief operating officer and chief executive officer.

After 29 years with IAEE, in July 2024 Cathy stepped away from her role as EVP/COO of IAEE and the CEO of CEIR to explore what life would look like. She has spent time reflecting on her leadership of overseeing a highly functioning team.