



Alison
FRAGALE

**Let's Make Your Event
The Best One Ever**



Professor Alison Fragale, Ph.D.
POWER, STATUS, NEGOTIATION, & INFLUENCE EXPERT

ALISONFRAGALE.COM

EMPOWER WOMEN TO EXCEL

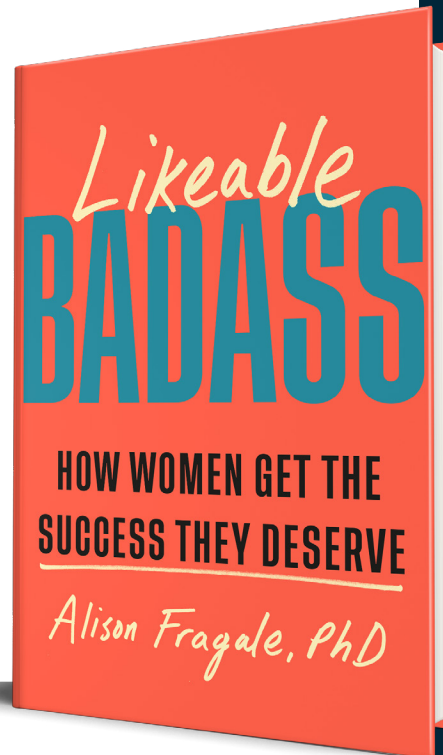
In my new book, I pull back the curtain on decades of science to give women practical, evidence-based tools to build relationships, influence effectively, and grow their careers.

If you want to equip women with cutting-edge strategies to lead effectively, I can help. Please reach out to discuss a discounted bulk book order and customized live event for your organization.

READERS WILL LEARN:

- The difference between status and power, and how to get more of both
- How to break free of the competence-likeability bind once and for all
- How to tell a strong story about yourself — and the two mistakes that weaken our stories
- The value of “other-promoters” and how to get more of them
- Strategies to get what you want without spending social capital

[LEARN MORE](#)



“Alison Fragale is not just a *Likeable Badass*. She’s a brilliant social scientist — **her work has changed the way I think about success and relationships.**”

— **Adam Grant**, #1 *New York Times* bestselling author of *Think Again* and *Hidden Potential*

“Fragale shatters the conventional wisdom about power, status, and the path to professional success. Her strategies for gaining advocates are brilliant — and **her blueprint for strategic self-promotion will have you rereading this invaluable guide over and over.**”

— **Daniel H. Pink**, #1 *New York Times* bestselling author of *The Power Of Regret, Drive, and To Sell Is Human*

“*Likeable Badass* will help you ... **do the best work of your life, and build the best relationships of your career.**”

— **Kim Scott**, *New York Times* bestselling author of *Radical Candor* and *Radical Respect*

“**Such an important book!** By focusing on status and respect, Fragale ... shows us how to play to our strengths to get the recognition and rewards we so deserve.”

— **Katty Kay**, *BBC News* correspondent and four-time *New York Times* bestselling co-author of *The Confidence Code* and *The Power Code*

Alison
FRAGALE

THE RESUME STUFF

- Tenured professor and Mary Farley Ames Lee Scholar of Organizational Behavior at the University of North Carolina's Kenan-Flagler Business School
- Was named a Top 40 business professor under 40 by Poets and Quants (back when she was under 40)
- 20 years of experience in organizational training and keynote speaking, with over 50 events a year
- Expertise working with women's groups, top management corporate teams, and military leaders
- Former consultant for McKinsey & Company, Inc.
- B.A. in Mathematics and Economics, Dartmouth College
- Ph.D. in Organizational Behavior, Stanford University Graduate School of Business

THE FUN STUFF



Lives in Chicago with her husband and their three children, who are all named after professional athletes



Loves cheap coffee, not-so-cheap wine, fabulous shoes, home organizing, sushi, the Pittsburgh Steelers, Peloton workouts, Hallmark movies, and The Golden Girls



AS A SPEAKER, MY STYLE IS:

ACADEMIC & APPROACHABLE

I am a great storyteller, but I am not only a storyteller. I am a professor who brings facts and science, not just anecdotes and opinions. While my content is rigorous, my style is laid-back and approachable. I translate science into simple language and memorable stories and offer advice and tools that are easy to use. I view every session as a conversation between me and my audience, and I make sure they feel welcome to participate.

HUMOROUS & RELEVANT

My sessions are designed to be educating and entertaining. I am not happy unless my audiences laugh while they learn (and I promise they will — I'm pretty hilarious). I tailor my sessions to address what is most timely and relevant in your industry, and what is top-of-mind for the audience. I want every person to leave our time together thinking, "Alison gets me."

ACCESSIBLE & ACCOMMODATING

My job is to make your life easy. I've seen it all and nothing rattles me — on stage or off. I will customize and adjust anything in my control — session length and format, topics, and more — for the benefit of you and your audience. I love brainstorming creative ways we can partner together to achieve your goals, and I make myself available to event organizers and participants both before and after our work together.



WHO ALISON SERVES



**WOMEN
PROFESSIONALS**



**INDUSTRY
CONFERENCES**



**CORPORATE
TEAMS**



**MILITARY
LEADERS**

FORMATS ALISON OFFERS



KEYNOTES



WORKSHOPS



WEBINARS



FIRESIDE CHATS

ALISON'S CLIENTS INCLUDE:



BEING YOUR OWN BEST ADVOCATE

CHALLENGES & STRATEGIES FOR WOMEN IN NEGOTIATION

LENGTH: 60-90 MINUTES

The bad news: An overwhelming body of evidence suggests that, relative to men, women are disadvantaged at every stage of the negotiation process.

The good news: None of these disadvantages are rooted in biology or personality. Women can negotiate as effectively as men, they just need to employ different strategies.

Alison discusses the science of gender at the bargaining table — the false assumptions women make about advocating for themselves, and research-based strategies for correcting these assumptions and being a confident advocate for one's self interest. As both a negotiation expert and a woman with a long career history in male-dominated fields (mathematics, consulting, and academia), Alison is able to speak from both the head and the heart in a session that is equal parts education and inspiration.

PARTICIPANTS WILL LEARN:

- How and why women can be disadvantaged in negotiations
- The psychology of social backlash against female negotiators
- Negotiation strategies for women that produce results and build relationships

PARTICIPANTS WILL RECEIVE:

- Hardcover copy of *Likeable Badass*
- *Likeable Badass* bonus resources

LEADING FROM WHERE YOU ARE

WOMEN'S POWER, ADVOCACY & INFLUENCE

LENGTH: 45-90 MINUTES

How can women be strong, confident advocates for their own careers and their own ideas?

Alison answers this question with six strategies that all individuals, regardless of seniority or title, can use to speak up and influence productively, without being labeled “aggressive” or “self-promoting.”

Alison discusses the importance of setting long-term career goals, becoming a rockstar performer and an “other-promoter,” developing one’s own narrative, building liking and trust, cultivating personal sources of status and power, and saying yes and no strategically.

Participants will leave the session more confident, inspired, and purposeful than when they entered, armed with actionable advice to deliver their best performance to their organization while managing their own path.

PARTICIPANTS WILL LEARN:

- The common myths that derail women’s advancement
- Six strategies for promoting oneself without being seen as “self-promoting”
- Key tactics and behaviors that enable women to maximize their contributions to the organization, regardless of title or position

PARTICIPANTS WILL RECEIVE:

- Hardcover copy of *Likeable Badass*
- *Likeable Badass* bonus resources

BUILDING A POWERHOUSE NETWORK

HOW TO CREATE, SUSTAIN, AND LEVERAGE RELATIONSHIPS

LENGTH: 30-90 MINUTES

Success depends a lot on “who you know.”

When you have a trusted relationship with the person who can offer the advice, information, or approval you need, everything is easier. When you lack these relationships, you struggle. Strategic relationship building is particularly important for women, but it can also be more challenging. We often look different than others in the room, we are busy, and for many the idea of “networking” is unappealing. But building strong relationships does not need to be time-consuming or unpleasant.

Sharing science and strategies, Alison explains how you can cultivate the professional relationships you want in ways that are both authentic and efficient.

Participants will learn how to develop a network strategy that turns strangers to acquaintances and acquaintances to allies; how to stay “top of mind” in existing relationships by making “small deposits” and developing daily network habits; and how to use LinkedIn (as appropriate) to deepen professional relationships.

PARTICIPANTS WILL LEARN:

- How to align your network strategy to your career goals
- Tools to turn strangers into acquaintances, and acquaintances into allies
- How to grow existing relationships, authentically and efficiently, cultivating daily network habits

PARTICIPANTS WILL RECEIVE:

- Hardcover copy of *Likeable Badass*
- *Likeable Badass* bonus resources

ALISON'S FOUR E'S

Alison's keynote's and workshops are designed to be:



EDUCATIONAL

Alison draws on her own and others' research to ground each session in the science of human behavior.



EXPERIENTIAL

Alison facilitates active learning by enabling participants to practice new behaviors through activities and interactions.



ENTERTAINING

Alison keeps audiences laughing and engaged by weaving stories, humor, and videos into her presentations.



EXECUTABLE

Alison ensures participants leave with actionable tactics and strategies that can be applied immediately.





“Alison delivered an *amazing professional training and team-building experience*. Her negotiation workshop was *one of the best executive development programs I’ve ever observed*. As impressed as I was by the depth of experience, research and analysis she brought to her presentation, I was even more impressed by the way she *brought the engagement to life in the room with her brilliance and focus*.”

Michael Nash

Executive Vice President, Digital Strategy Universal Music Group



“We have been so impressed with Alison’s ability to *quickly understand the complexity of our business* and adapt the content and format to our needs. In all of our engagements, *Alison’s advice is high-impact, tactical, and universally valued*. Alison spoke to our Women’s Network on Power, Advocacy, and Influence, tailoring content to a group of 50+ women across functions, levels, and years of experience. They found her teaching *extremely relatable and impactful — she engages audiences with ease and makes a lasting impression*.”

Kelly Marshall

Managing Director, TPG Sixth Street Partners



“Alison is *one of the most impactful speakers I have ever seen* and worked with. She presents in such a genuine and unassuming way that *endears her to the audience*, and then she *delivers an impact through storytelling and practical tools that anyone can start using immediately*. Her first event with us was so well-received that we invited her back for a second event with our clients. And, I’ve been able to personally benefit from her advice. I can’t endorse Alison enough and *I would jump at the chance to see her speak at every opportunity*.”

Jeff Tetz

CEO, Results Canada



“Alison approaches topics of negotiation, power, influence and leadership with a *deep knowledge of the most relevant and current research* in the area while making it tangible, accessible and most importantly, actionable for her audience. Her *energy and passion for delivering insights that can help executives grow sticks with you* — I have talked to participants years later who were with Alison for only an hour who talk about how her session helped them in a recent negotiation.”

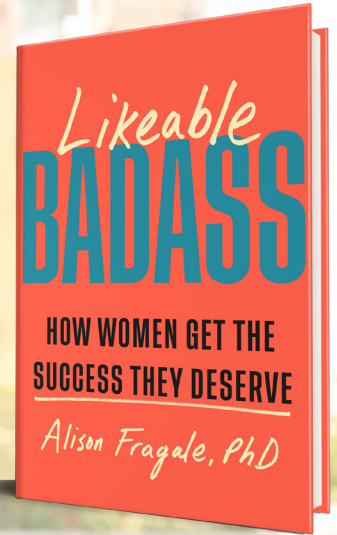
Susan Cates

Partner, Leeds Equity Partners & CEO, ACUE

GET IN TOUCH



A limited number of discounted book + speaking events are available for events contracted by June 1



REACH OUT TODAY:

-  alison@alisonfragale.com
-  650.799.7049
-  ALISONFRAGALE.COM