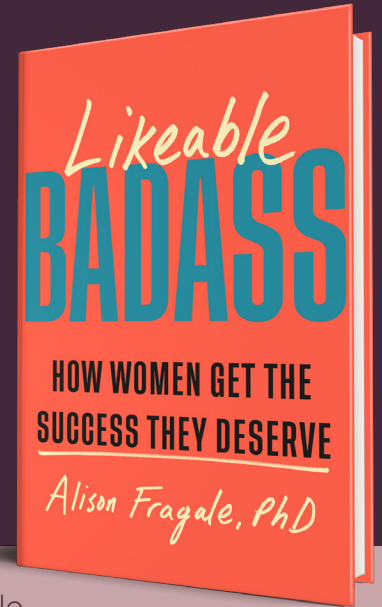




EMPOWER WOMEN TO EXCEL

Partner with Alison Fragale to bring *Likeable Badass* to your organization or event



In her new book, business professor and keynote speaker Alison Fragale pulls back the curtain on decades of science to give women practical, evidence-based tools to build relationships, influence effectively, and grow their careers.

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

In addition to book content, Alison’s talks can address:

- **Building a powerhouse network:** How to create, sustain, and leverage relationships
- **Being your own best advocate:** Challenges and opportunities for women in negotiation
- **Leading from where you are:** Proven ways to cultivate respect, power, and influence
- **Leveraging your personal brand:** Strategies for standing out with authenticity

If you want to equip women with cutting-edge strategies to lead and advance, reach out to discuss a book order and customized partnership with your organization.

Events can be in-person or virtual and include fireside chats, keynotes, workshops, one-on-one meetings with Alison, and book signings.

“The ultimate guide for women to achieve their goals.”

—Adam Grant, #1 *New York Times* bestselling author of *Hidden Potential* and *Think Again*, and host of the TED podcast *WorkLife*

“*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*



ALISON FRAGALE

is the Mary Farley Ames Lee Distinguished Scholar of Organizational Behavior at UNC’s

Kenan-Flagler Business School. Her scholarship has been published in the most prestigious academic journals in her field, and featured in prominent media outlets such as *The Wall Street Journal*, *The Washington Post*, *Financial Times*, *Boston Globe*, and *Inc.* A sought-after keynote speaker, she lives in Chicago with her family.

LEARN MORE ABOUT ALISON FRAGALE AND HER WORK AT ALISONFRAGALE.COM

For questions, pricing, and availability, contact: likeablebadass@alisonfragale.com