

Dr. Nicole Lipkin is an internationally recognized leadership expert, business psychologist, speaker, and author of two popular business books [What Keeps Leaders Up At Night: Recognizing and Resolving Your Most Troubling Management Issues](#) and [Y In the Workplace: Managing the "Me First" Generation](#). As a business psychologist, her goal is to help companies develop resonant, powerful and masterful leaders.



**Dr. Nicole Lipkin**  
Psy.D., M.B.A.

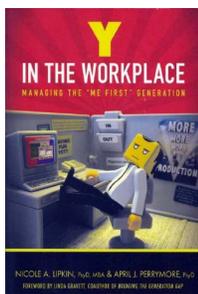
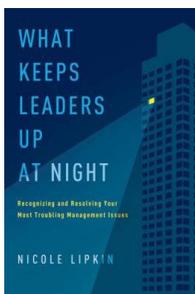
Combining the science of human behavior with practical approaches to business and leadership, Nicole has been helping leaders transform their approach and their cultures for the past 15-years.

Nicole doesn't just talk the talk of leadership, she walks the walk. After years in corporate America developing and implementing leadership programming and training, Nicole founded [Equilibria Leadership Consulting](#) in 2007. This is an international firm based in the US focused on helping companies, leaders and teams improve management and leadership skills, strengthen the leadership pipeline and develop behaviors and practices that help increase organizational resilience and sustainability. She also founded [Equilibria Psychological and Consultation Services](#) in 2004, a mid-sized group psychology practice located in Philadelphia, Pennsylvania.

Nicole is a regular contributor to the broadcast community and has been featured on NPR, NBC, CBS, Fox Business News, Forbes.com, Entrepreneur.com, BusinessInsider.com, New York Times Magazine and numerous other media outlets both nationally and internationally. She is the author of the popular comical management blog series: [How to Torture your Boss](#) and [How to Torture your Employees](#).

Nicole has a doctoral in clinical psychology (Psy.D.), Master of Business Administration (MBA), and Master of Criminal Justice (MACJ). She is a faculty member at the industry-leading Center for Creative Leadership and is also a board certified executive coach. Nicole is an Advisory Council Member of City Security and Resilience Networks (CSARN) in England and a board member of Fearless Athletics.

*Check out her  
best-selling books*



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## *Overarching Topics*

- Leadership
- Employee & Customer Engagement
- Generational Differences
- Emotional Intelligence
- Change & Change Management

### **THE SCIENCE OF LEADERSHIP SUCCESS: 3 FACTORS THAT PROPEL US FORWARD (OR HOLD US BACK)**

Want to understand what makes or breaks a leader? This fun, engaging keynote based on Dr. Nicole Lipkin's book, *What Keeps Leaders Up At Night*, sheds light on the neuroscience and psychology that underscores successful leadership. You will learn the root causes that make or break our ability to bring out the best in ourselves and in others, and the oft-ignored core factors that influence our impact as leaders.

#### **Takeaways**

- Gain insight into the three proven factors that contribute to success or derailment
- Understand the influence that technology and stress have on leadership impact
- Learn to counteract biased thinking and resistance to change
- Discover the tricks that the mind plays on every leader that can be harnessed to help versus hinder

### **LEADING TO ENGAGE: CREATING CULTURES WHERE PEOPLE THRIVE**

The 2008 mantra of "Do More with Less and Be Thankful You Have a Job," has been shattered by the influx of millennials in the workforce. Just as the concrete labor statistics and demographics have changed, so have the motivations, expectations and attitudes of the employees comprising them. Engagement (and disengagement) is the product of a leadership mindset that has the opportunity to make people thrive or sink. Learn the mindset to counteract the deflators of engagement and retention before they act on your bottom line.

#### **Takeaways**

- Develop a strategy to mitigate the two most common and preventable deflators of engagement
- Learn the cost of engagement and disengagement to your organization
- Gain insight into low and no-cost strategies to enhance engagement and retention
- Apply the SLAM!™ Model to create a highly engaged, sticky culture that retains the best of the best

### RE-GENERATION IN THE WORKPLACE: LEADING AND MANAGING DIFFERENT GENERATIONS IN THE WORKPLACE

Motivating a 25 year old is very different than motivating a 35 year old and completely different than motivating employees in their 40's and 50's. Trust, Loyalty, Commitment, and Client relationships all mean different things to different generations. Or does it? As a leading expert on generational research and management and the co-author of *Y in the Workplace: Managing the "Me First" Generation*, Dr. Lipkin will weed through fiction to get to the facts on how to harness individual and collective strengths, regardless of generation.

#### Takeaways

- Get people to talk instead of walk
- Learn the science behind what truly motivates people in the workplace and keeps them happy
- How to create a highly engaged, sticky culture that retains the best of the best
- Apply the SLAM!™ Model to your leadership and culture approach to create a company where all generations want to work together

### THE EMOTIONALLY INTELLIGENT LEADER

Emotional Intelligence (EI) is what differentiates an average leader from an outstanding leader. Research from UCLA has indicated that only 7% of leadership success is attributed to intellect and technical skill while the rest is attributed to the core components of EI. Working from a place of emotional intelligence enhances productivity, performance, innovation and contagious positive culture. Most importantly, EI is the backbone of leadership excellence.

#### Takeaways

- Learn the core elements of emotionally intelligent leadership to retain and engage your top talent
- Develop self-awareness and self-management to effect both personal and professional development
- Pinpoint behaviors and thinking styles that enhance leadership effectiveness

### ENGAGING AND RETAINING THE MILLENNIAL EMPLOYEE AND CUSTOMER

Customer and employee expectations have shifted and so has the demographic of people buying your products and working for you. What worked for male baby boomers has never worked for women and certainly isn't working for the Millennials. Traditional ways of selling and managing need to shift; those that recognize the hows and whys will gain a strong competitive advantage in customer/employee engagement.

#### Takeaways

- Gain insight into shifting consumer and employee preferences across generations
- Learn the three steps to counteract employee and consumer disengagement
- Apply the principles of persuasion and influence to manage customer and employee retention
- Apply the SLAM!™ Model to create a highly engaged, sticky culture that retains the best of the best