

Resolve:

A PIVOT ON PRIORITIES

WORKBOOK

EXECUTIVE

W O M E N ' S D A Y

PRESENTED BY



NC

OCTOBER 6, 2020

VIRTUAL PROGRAM



COMMUNITY EVENT

OUR THEME FOR 2020
RESOLVE:
A PIVOT ON PRIORITIES

RESOLVE RE·SOLVE | /RƏ'ZÄLV/

NOUN - FIRM DETERMINATION TO DO SOMETHING.

"SHE RECEIVED INFORMATION THAT STRENGTHENED
HER RESOLVE"

***USE THIS WORKBOOK TO START
YOUR PIVOT ON PRIORITIES TODAY.***

AGENDA

■ **WELCOME & INTRODUCTION** WITH *JENN CHASE* AND
REAGAN GREENE PRUITT

■ **POWER PANEL** WITH *DEBRA MORGAN*
HOSTED BY **TOWN of CARY**

■ **BUILD YOUR RESOLVE** WITH *CECILIA GORMAN*
SPONSORED BY  **PURESTORAGE®**

■ **KEYNOTE SPEAKER** WITH *VALORIE BURTON*

■ **CLOSING REMARKS**

#EXECUTIVEWOMENSDAY
@SASCHAMPIONSHIP | *@BLUECROSSNC*

EXECUTIVE
WOMEN'S DAY

PRESENTED BY



EXECUTIVE SESSION HOST BIOS

JENNIFER CHASE



SENIOR VICE PRESIDENT, GLOBAL MARKETING AT SAS

As the head of SAS' Marketing division, Chase provides strategic direction and vision for SAS' global marketing efforts. In her role, she oversees the corporate brand identity, digital experience, go-to-market programs, customer relations, corporate communications and creative services. Chase challenges marketers to use innovation and energy to connect with customers and prospects - and create experiences that are purposeful and lasting. A SAS employee since 1999, Chase worked in product management and analyst relations at SAS before moving into a marketing leadership role.

REAGAN GREENE PRUITT



VICE PRESIDENT OF MARKETING AND COMMUNITY ENGAGEMENT AT BLUE CROSS NC

Reagan is the Vice President of Marketing and Community Engagement for North Carolina's largest Health Insurer, Blue Cross and Blue Shield of North Carolina. She is responsible for developing the strategic direction, vision and positioning for the Blue Cross NC corporate and product brands to deliver value to business segments and drive sustainable competitive advantage. Reagan is responsible for the development and implementation of all statewide corporate-based philanthropic initiatives including community investments and outreach programs; employee community engagement; and major community initiatives and strategic partnerships. Reagan lives in Chapel Hill, NC and is a proud mom of her ten-year-old daughter Harper.

POWER PANEL HOSTED BY TOWN of CARY

QUE TUCKER



COMMISSIONER OF NCHSAA

Marilyn Que Tucker—called Que—currently serves as the Commissioner of the North Carolina High School Athletic Association. A native of Rockingham County, Tucker joined the staff of the Association in 1991. She is a charter member of the Mars Hill College Athletic Hall of Fame, a member of the NC Athletic Directors' Hall of Fame, and the NC High School Athletic Association Hall of Fame. In 2011, Tucker received the Dr. Nell C. Jackson National Award, given by the National Association for Girls & Women in Sports. The award recognized her leadership and distinguished service to girls and women in sports in North Carolina.

MONTRESSA ROBERSON SNEED



DIRECTOR OF SALES AT BLUE CROSS NC

Montressa joined Blue Cross Blue Shield of North Carolina in 1994 as a Customer Service Representative. Over the past 25 years she has held various positions before rising to her current role as Director of Sales. She has been recognized corporately as Career Achievement Award Winner, CEO Award Winner, Sales Manager MVP Winner and Small Group Account Manager MVP Winner. In 2018, Montressa launched a small business, My Signature Pieces, an online accessory boutique focused on statement jewelry. Her goal is to celebrate the boldness and uniqueness in every woman she encounters. She is a strong advocate of giving back to her community and does so by volunteering for multiple roles within Dress for Success (DFS) Triangle including the creation of "Purse for a Purpose", a donation drive to benefit DFS Triangle. She is also an active board member and volunteer for the Boys and Girls Clubs of Durham and Orange Counties and was awarded with Board Member of the Year for the Clubs in 2017.

SUZANNE JONES



VICE PRESIDENT OF DIGITAL TRANSFORMATION FOR BIOMERIEUX

Suzanne Jones, Vice President of Digital Transformation for bioMerieux, is a believer that this digital world will allow us to think differently, connect to many, and positively evolve the way businesses have relationships with customers and employees. An executive with roots in strategic communications and integrated marketing, Suzanne is a passionate team leader who engages team members through optimism and encouragement. She is an Elon University alumni and recently relocated from Raleigh, NC with her husband, Chuck, and daughter, Emma, to Lyon, France.

CREATE YOUR PIVOT

***YOUR SUCCESS AND HAPPINESS LIES IN YOU.
RESOLVE TO KEEP HAPPY, AND YOUR JOY AND
YOU SHALL FORM AN INVINCIBLE HOST
AGAINST DIFFICULTIES.***

—HELEN KELLER

PIVOTING IN TODAY'S WORLD

WHAT PIVOT HAVE YOU MADE AT HOME?

WHAT PIVOT HAVE YOU MADE AT WORK?

HOW MUCH TIME ARE YOU GIVING TO YOURSELF THIS WEEK?

CECILIA GORMAN



Cecilia Gorman hails from the Orange County, CA advertising industry spending the bulk of her career at Y&R where she was VP, Creative Services. She led Global Creative Operations at Oakley and was head of HR and Training as VP, Organizational Leadership at Innocean USA.

Cecilia is a DISC-certified member of the John Maxwell Team and she owns Creative + Talent + Partners, a training consultancy that specializes in the development of new and struggling managers and the teams they lead. Cecilia co-founded Empowership, a year-long remote-access training program exclusively for working women and she's newly certified in an immersive diversity program.

Recent clients include CBS, RPA, Octagon, Jack Morton, Oakley, Texas Christian University, Univision, Easterseals, Hyundai Capital, and ASICS.

BUILDING RESOLVE UNDER PRESSURE

1. SET INTENTION

CONSIDER THE ACTION YOU CAN TAKE DESPITE THE CONDITIONS OR CONSTRAINTS

DESPITE _____

I STILL CAN _____

DESPITE _____

I STILL CAN _____

DESPITE _____

I STILL CAN _____

DESPITE _____

I STILL CAN _____

2. CHECK IN AND REST

DO A MID-WAY CHECK IN ON HOW THINGS ARE GOING. IS THERE ANYTHING THAT'S NOT WORKING THAT NEEDS TO BE SHIFTED? ANY NEW TACTICS YOU SHOULD TRY? SOMETHING THAT NEEDS TO BE ADDED OR ENDED TO HELP PRODUCE BETTER OUTCOMES?

START

SHIFT

STOP

3. CONSIDER IT A PRACTICE

WHERE IN YOUR LIFE DO YOU NEED TO ALLOW THE SPACE TO BE IMPERFECT? WHAT DOES GIVING YOURSELF GRACE LOOK LIKE? WHAT DOES YOU BEING FLEXIBLE LOOK LIKE?

I'M PRACTICING TO BE MORE _____

I'M PRACTICING TO BE LESS _____

OUR 2020 KEYNOTE SPEAKER

VALORIE BURTON



National bestselling author, international speaker and life strategist Valorie Burton is the founder and CEO of the Coaching and Positive Psychology (CaPP) Institute. Her life-changing message has an intriguing, research-based emphasis in the pioneering field of applied positive psychology – the study of what happens when things go right with us. Her company provides coaching, coach training and resilience training and has served clients in all 50 states and 15 countries on six continents. Since 1999, she has written 13 books on personal development translated into nine languages, including the bestsellers *Successful Women Think Differently*, *Successful Women Speak Differently*, *What’s Really Holding You Back?*, and the most recent book *Let Go of the Guilt*. She has been a regular guest expert for the TODAY Show, CNN, Dr. Oz, and Essence, and has spoken for hundreds of organizations around the globe. She was named one of the top 60 motivational speakers in America, one of the Top 100 Thought Leaders in the field of personal development and featured in Ebony Magazine’s “Power 100” List. In 2020, two of her books received the Bronze Award from the Evangelical Christian Publishers Association, an honor bestowed upon high-quality books that are among the top-selling books in the last decade.

HOW TO USE THE **PEEL METHOD** TO LET GO OF YOUR GUILT WITH VALORIE BURTON

PINPOINT YOUR GUILT TRIGGER

WHAT IS MY GUILT TRIGGER?

EXAMINE YOUR THOUGHTS

WHAT AM I SAYING TO MYSELF ABOUT THIS TRIGGER?

EXCHANGE THE LIE FOR THE TRUTH

WHAT WOULD BE A MORE ACCURATE THOUGHT ABOUT THE SITUATION?

LIST YOUR EVIDENCE

ASK: WHAT ACTIONS, VALUES, OR EVIDENCE SUPPORT THE TRUTHFUL THOUGHT ABOUT THIS SITUATION?

#EXECUTIVEWOMENSDAY

I, _____,

***AM BUILDING RESOLVE TODAY,
AND EVERY DAY!***

#EXECUTIVEWOMENSDAY
@SASCHAMPIONSHIP | @BLUECROSSNC

EXECUTIVE
WOMEN'S DAY

PRESENTED BY









EXECUTIVE WOMEN'S DAY

— PRESENTED BY —



A

COMMUNITY EVENT