

On February 23, 2018, MD HFMA hosted its 6th Women in Leadership event. The event was held at the Maryland Hospital Association and sponsored by Berkeley Research Group, LLC. The program included a guest speaker, small group discussions, and a networking happy hour. The speaker was Ms. Angie Bennett, Vice President of Training and Academy Programming and Senior Instructor at Dardis Communications based in Des Moines, Iowa. Ms. Bennett leads inspiring programs concentrated on communication, professional image, and personal brand for Fortune 500 companies, small businesses, colleges and universities - she was referred by the Nebraska chapter's Women in Leadership Program Committee.

Ms. Bennett addressed 100 attendees and opened with an eye-opening interactive activity based on the heavy weight of first impressions. She cited a recent Harvard study concluded that communication skills and professional image is the #1 downfall of today's college graduates when applying for a job; however is also the most sought after trait by hiring managers. Ms. Bennett elaborated on developing real life skills for building professional image, discovering how to build a personal brand, and using a road map to create a practical elevator speech. After a presentation filled with powerful imagery, very specific image-oriented notes, and wholesome laughter due to Ms. Bennett's dynamic speaking style – participants felt confident to ask personal questions about detailed aspects of one's personal brand.

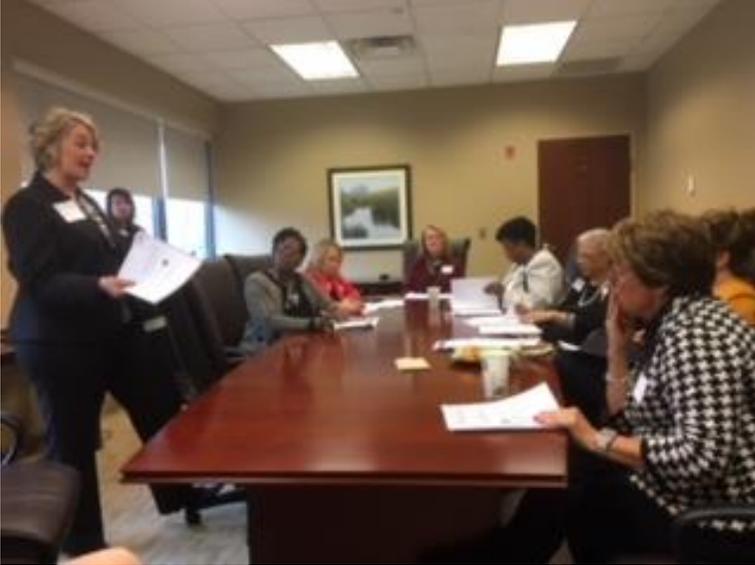
After the speaker-led presentation, the entire group of participants broke off into round table discussion to take on personal development activities with other Women in Leadership event attendees and committee members. This interactive session focused on brainstorming and sharing tangible approaches to developing an impactful personal image, including developing an elevator speech. During the discussions, participants bonded over shared experiences and guided each other with helpful tips and personal practices to strengthen image and impression. The event culminated in a happy hour, enabling the diverse group of women in and aspiring to be in leadership to grow and strengthen their professional and personal networks.

A few images from the events:

Angie Bennett addressing an audience of 100 attendees:



Ms. Bennett providing guidance to the small group facilitators on leading their sessions:



Event attendees and organizers at the Happy Hour

