

Understanding the strengths and potential blind spots of your "signature" style is a powerful catalyst for leading and communicating with others more effectively. In this highly interactive seminar with Shoya Zichy, you will learn to:

- Brand yourself and define your competitive advantages
- Recognize how you are perceived by others when at your best and under stress
- Understand male / female ways of dealing with conflict
- Influence others with more impact
- Increase client satisfaction
- Create high functioning teams

SPONSOR: **Sub-Zero / Wolf**
WHEN: **Wednesday, March 11th**
WHERE: **Sub-Zero Showroom:**
A&D Building
150 East 58th Street, 5th Floor
New York, NY 10022

TIME: **6:30 - 9:00**
RSVP: **<http://www.aiany.org/calendar/event.php?id=1021925>**
Free to Members; \$10 for Non-Members

CEUs: **1.5 CEU credits**
CONTACT: **mhandren@mac.com**

Shoya Zichy is the author of Women and The Leadership Q and the recently published Career Match: Connecting Who You Are With What You'll Love To Do. Her proprietary model, Color Q, provides information on how people's brain styles affect their career choices, management and sales style, coaching approach and interaction on a team and in a family.

Her work has been featured in Fortune, Newsday, Barron's, the Chicago Sun-Times, Washington Post, Memphis RSVP, and on CNN. Formerly, Shoya had a 15-year career at Citibank, Merrill Lynch, Institutional Investor and American Express, which included a four-year expatriate assignment to Hong Kong. She is past President of the Myers-Briggs Association of NY, serves on the Board the Financial Women's Association and is an adjunct lecturer at NYU. Her work has been translated into Arabic, Italian, Korean and Chinese.

