

ABOUT LISA



Dr. Lisa Aldisert is an internationally recognized business advisor, trend expert, speaker and author. She is president of Pharos Alliance Inc., an executive advisory firm specializing in strategic planning and business, organizational and leadership development for entrepreneurial organizations.

Based in New York City, Lisa has over 35 years of experience, offering clients financial acumen, trend analysis, and leadership insight. Her experience in working with corporate conglomerates, family-owned businesses, and being a business owner herself makes her a unique advisor. She spent 16 years in the banking industry in multinational banking and corporate finance. Her clients ranged from fast-growing entrepreneurial companies to Las Vegas casinos to multinational Fortune 500 corporations.

Lisa has served on the faculties of NYU's School of Continuing and Professional Studies and Cornell University. Lisa is a member of the Trustees' Council of Penn Women at the University of Pennsylvania, and serves on the Board of The Penn Club of New York.

She is the author of *Valuing People: How Human Capital Can Be Your Strongest Asset* (Dearborn), the co-author of *The Small Business Money Guide: How to Get It, Use It, Keep It* (Wiley), and *Leadership Reflections: 52 Leadership Practices in the Age of Worry*. Lisa is also a contributing columnist for business and professional periodicals, and frequently speaks on strategic business topics.

Lisa has insights about:

Entrepreneurial leaders

Women in business and leadership

Workplace trends

Challenges of the multigenerational workplace

Family business issues



SPEAKING

Lisa is an accomplished and sought-after professional speaker. With a delivery style described as “insightful,” “compelling” and “thoroughly enjoyable,” she offers a unique perspective on leadership topics, family-owned enterprises, the changing workforce, and women in business.

Lisa brings over 35 years of business experience and organizational insight to her speaking. Her customized presentations are tailored to both the audience and organization, and are designed to help CEOs, executives, entrepreneurs and professionals challenge the status quo, create new goals, and achieve new levels of success.



Lisa is available for keynotes, concurrent sessions and workshops. She also has ample experience facilitating executive and board meetings and retreats, and working as a conference moderator.

“Once again, you delivered an outstanding presentation...you have helped all of our attendees move one step closer to meeting and exceeding their business goals.”

– CEO, TTI Performance Systems

“Your presentation was informative, humorous and inspirational. We were immediately engaged by your down-to-earth and sincere manner.”

– Chief of Staff, National Reconnaissance Office



FREQUENTLY REQUESTED TOPICS

LEGACY LEADERSHIP

Learn how the best leaders hone key interpersonal skills for peak performance. Identify the top competencies essential for your particular leadership role, and discover how your behaviors, attitudes and values influence your leadership philosophy. Learn how to create and live the legacy you want to leave behind.

FROM PEOPLE TO PROFITS: MANAGING IN TIMES OF TRANSITION

Discover how to manage your company's growth and profitability during organizational change by attracting, retaining and motivating top employees. Learn how to get your people to work willingly with fewer resources, and understand how your employees' attitude and productivity affect your company's growth.

EXIT STRATEGY: CASHING OUT AT YOUR NUMBER, ON YOUR TERMS

Create strategies for business growth, succession, and ultimately planning an exit for your privately held firm. Learn what to do to maximize the value of your company in preparation for exit, and how to plan far in advance to make that happen. Discover ways to create a strong senior management team so that your exit doesn't diminish the value of your company.

ENTREPRENEURIAL LEADERSHIP

Transform from entrepreneur to entrepreneurial leader to create a stronger company and happier employees. Successful entrepreneurial leaders understand the nuances of their behavior, motivators, and competencies that will take them to the next level. Learn how to transform from a subject matter expert to an expert leader.

5 SOFT LEADERSHIP SKILLS THAT CREATE HARD RESULTS

While leadership skills such as planning and problem-solving are important, studies show that it's actually the softer leadership skills that are creating results in the workforce. Explore the research tying soft leadership skills to bottom-line results, and the generational workforce trends driving this new leadership. Learn the five soft skills that affect the bottom line most directly—and how to measure and improve them.

SUGGESTED INTERVIEW TOPICS

Lisa's 35 years of business experience as a NYC-based advisor, and her naturally observant nature make her an ideal interview subject for a variety of topics. In addition to her organizational insights, Lisa has conducted research on women in business, entrepreneurial leaders, and workplace trends.



WHAT LISA'S CLIENTS ARE SAYING

"You really did what we hoped you would do...to break us out of our respective disciplines and think about the world as a whole and our organization as a whole."

– Director of Marketing, United States Fund for UNICEF

"With your guidance, I have seen my leadership style through a different lens, and with that perspective I can now focus on preparing myself for the next level of leadership challenges."

– Vice President, Dow Jones

"Lisa is intelligent, funny, highly empathetic, and hard-nosed when she needs to be. In short, an excellent coach."

– Vice President, Lincoln Center for the Performing Arts

*"Because of your efforts, we successfully completed Phase One of our Fan M*A*G*I*C program at Shea Stadium ...thank you for your enthusiasm and expertise."*

– Director of Marketing, New York Mets

"I found your practical approaches and straightforward style to be extremely effective and beneficial."

– Director, International Tax Services, Ernst & Young

"Your guidance has helped Teach for the Philippines navigate through an executive transition at the CEO level and a subsequent re-structure of our 110-person team...Diagnosing skill gaps and challenges is difficult to do with both grace and accuracy; you certainly managed to accomplish both."

– Co-Founder and CEO, Teach for the Philippines

"The difference was dramatic. [The participants] utilized what they learned and created a striking contrast to those who didn't attend the training."

– Senior Manager, 1199 National Benefit Fund

