

Pharos Alliance, Inc.

Business growth through executive development

If your people are your strongest asset,
is your balance sheet in trouble?

- Do changes in roles or responsibilities leave your people immobilized?
- When your organization undergoes major change, do your leaders keep up or falter?
- Do your people pull their weight generating new business or do they rely on one key rainmaker?
- Do you have some extremely talented people who just don't "play well in the sandbox"?
- Do your leaders overcome obstacles with great resiliency?
- Are even your best people out of control with an overwhelming number of conflicting priorities?

If you've answered "yes" to any of these questions, then you're experiencing the same type of challenges that Pharos Alliance helps its clients overcome.

We provide services for executives, professionals, entrepreneurs and business owners in the following areas:

- Executive and business coaching
- Leadership training
- Facilitation of management retreats
- Attracting and retaining top people
- Presentations on strategic topics

Our services are practical, results oriented, and bottom line driven. We have found that even your best talent can struggle with one or more of the following challenges, and we work with them to become more effective and successful:

- Professional transitions/role changes
- Business reorganization or restructuring
- Balancing personal/professional challenges

Feel free to contact us to see how we can help your top performers generate more revenue, enhance their productivity, or make more profitable decisions.

Sample Presentation Topics

From People to Profits™ – Increase your company's growth and profitability by attracting, retaining and motivating performance champions.

Help! I'm Invisible – How to Build Your Practice in a Crowded Market – Learn how to differentiate and parlay your firm's strengths and talents for more effective business development.

From Out of Control to Ahead of the Pack – Master tools and techniques to stay laser-focused as a top performer.

Create Leadership Buzz – Learn what it takes to become a stronger leader for your team as well as a more cohesive member of your management team.

You Can Teach Old Dogs New Tricks – Create strategies for business growth, succession and exiting for your privately held firm.

Renaissance Boomers™ – Rediscover your latent talent to reenergize and refocus your professional endeavors.



Lisa Aldisert

Lisa M. Aldisert brings over **30 years of business experience** and insight to her organizational clients and program audiences.

Here are **14 facts** about Lisa that illustrate her practical, real-world experience and entrepreneurial zeal – a winning combination to inspire, influence, and educate your people.

- Founder and President of Pharos Alliance, Inc., a management consulting firm, where she has advised several hundred clients.
- Future trends analyst focused on emerging issues in the workplace.
- Speaker for corporate and association clients, including organizations such as McGraw-Hill, Citigroup, and the Association of Junior Leagues International. She has spoken to over 50,000 people in the past 20+ years.
- Former Vice President in multinational banking and corporate finance at Continental Bank and First Interstate.
- Founder and past President of La Bella Figura, Inc., a designer made-to-measure women's apparel firm.
- Founder and past President of the Network of Enterprising Women, a business association.
- MBA from Columbia University.
- MA and BA from the University of Pennsylvania.
- Adjunct faculty member at New York University, CUNY, and (formerly) Cornell University where she teaches courses on management, leadership, communication, and business development to working adults.
- Co-author of *The Small Business Money Guide – How to Get It, Use It, Keep It* (Wiley, 1999).
- Author of *Valuing People – How Human Capital Can Be Your Strongest Asset* (Dearborn, 2002).
- Member, Executive Committee, Trustees' Council of Penn Women, University of Pennsylvania.
- Member, Business Steering Committee, Arts & Business Council of New York.
- Member, Steering Committee, the Business Development Network, a professional association.

What clients are saying...

"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*

"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*

"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*