

## KATHLEEN SHARP

### TOPICS

Kathleen Sharp is flexible about customizing a speech that is relevant and addresses a group's issues. Comments from audiences range from "I was surprised and loved this (speech)," to "Sharp was an audience favorite with her true-life (tales)."

#### **How to Find and Tell Your Story: Corporate or Personal**

It's been called a strategic tool of "irresistible power," yet few businesses know how to use it. What is this 21<sup>st</sup> century cutting-edge skill? The age-old art of storytelling! If you don't know the arc of your story, you can't convey it effectively to a jury, to investors or to the general public. As an award-winning storyteller for top media outlets ranging from Bravo TV and ABC News to the *New York Times* and the *Smithsonian*, Kathleen Sharp uses her own unique system to develop powerful true stories that touch millions of people. She shares that five-step method so that you too can "tell" your way to a better job, a successful product launch, a winning legal strategy and a stronger business.

#### **What Millennials Will Work For**

It's simplistic to say that Millennials are slackers or have no problem quitting a job or switching brands. There are as many different types of Millennials as there are shoppers, according to field research Kathleen Sharp has conducted for her next project, *Indie Capitalism*. Not all Millennials share the same goals and she describes the differences. A growing number of young people are looking for ventures that have a broader mission than those espoused by traditional companies. Kathleen Sharp shares what she's learned about this trend, which she's also written about. [http://www.salon.com/2014/02/09/millennials\\_bold\\_new\\_business\\_plan\\_corporations\\_with\\_a\\_conscience/](http://www.salon.com/2014/02/09/millennials_bold_new_business_plan_corporations_with_a_conscience/)

#### **Ethical Success: How to Build Your Career as Your Legacy**

This speech details why it's crucial that leaders in this post-Crash era think about ethical success. Once you understand your own values, you can make decisions, correct course and grow your brand and culture in ways that elevate your reputation. As a journalist, Kathleen Sharp has written about many well-meaning managers who made one poor ethical choice that wound up harming millions of people in unimaginable ways. Using real-life examples from Ms. Sharp's interviews and culling from the daily headlines, she shows how you can incorporate ethics into your daily transactions and build a career that will make you proud. This speech is based on her best seller *Blood Medicine: Blowing the Whistle on One of the Deadliest Prescription Drugs Ever* and *In Good Faith*.

#### **Health-Care Trends and Pitfalls**

Here in laymen's terms is a sketch of America's current health-care system and why it trails other, economically vibrant countries. Kathleen Sharp looks at the biggest health-care challenges for leaders, whether they are lawyers, doctors, nurses, business owners or administrators. She offers five ways to handle the challenges while cutting costs. Kathleen Sharp also lays out

several scenarios for the future based on her book *Blood Medicine: Blowing the Whistle on One of the Deadliest Prescription Drugs Ever*.

### **Tap Into the Power of Women**

Only 18 percent of all magazine writers, 17 percent of TV and radio commentators, 15 percent of Congress, 12 percent of company board directors, and 5 percent of film directors are female. How can a corporate culture flourish when it doesn't tap half the world's population? And what can women do to close the gender gap? As a reporter in the male-dominated field of business, Kathleen Sharp has written under a gender-neutral name, smoked cigars and played basketball with sources. After much trial and error, here's what she's learned about female power • in five easy lessons.

### **Seven Management Secrets from Hollywood Moguls**

The great studio moguls of yesterday have much to teach today's managers. As an expert on Hollywood history, Kathleen Sharp details how the leadership styles set at MGM Studios, Warner Brothers, Paramount Pictures and other movie companies helped create entertainment empires that 100 years later still exist. In fact, these iconic styles have seeped into Silicon Valley, Madison Avenue, and Wall Street. Here is a primer on seven classic American management styles, based on her film *The Last Mogul*, and on her acclaimed book, *Mr. & Mrs. Hollywood: Edie and Lew Wasserman and Their Entertainment Empire*.