



PUBLIC SPEAKING

STARTING IN SALES AND RISING TO THE PRESIDENCY OF CBS RADIO, Nancy has extensive experience in management and leadership. From managing a sales staff of eight to leading a division of 1200 employees with \$400 million in sales, she has first hand knowledge of what it takes to be a success in business.

With a reputation as an executive who created an environment that invited high morale, consistent peak performance, great competitive energy, as well as integrity and fairness, she brings a unique and valuable perspective to her audiences.

Her speeches are filled with personal stories of life inside CBS, one of the most iconic entertainment companies in the world. You will find yourself cheering for her, as she shares her stories of pushing through the “glass ceiling” Her concise and direct advice draws from her 25 years at CBS as well as her executive coaching business.

Nancy speaks with unusual candor, wonderful humor, and with a clear insight into the challenges facing managers today. She has a broad range of areas in which she has expertise.

Nancy is currently offering two different speeches, Handling Change, Taking Charge, and Building Confidence: Why Having an Exit Strategy Makes You A Better Leader, and People, Politics, & Perspective: The Power Of the Unwritten Contract. These can be combined or modified to suit your event. In addition, Nancy is happy to tailor a speech for your specific needs.

HANDLING CHANGE, TAKING CHARGE, AND BUILDING CONFIDENCE: WHY HAVING AN EXIT STRATEGY MAKES YOU A BETTER LEADER

In her best selling book, *I Didn't See It Coming*, Nancy has developed a comprehensive guidebook for executives at every level on how to handle the changing business landscape with smart strategies for managing their career and savvy insights into what is really happening in the world around them.

Nancy learned from first hand experience how difficult it is to be confronted with the unexpected and to be caught off guard. Her personal story is a cautionary tale of why it is important to be in control and to always have a career action plan in place.

One of the basic elements of effectively managing your career is to have an exit strategy, a back up plan, a personal safety net. You need a plan for moving ahead, whether to a new position in your company, into another company or to start planning for your own company.

Nancy believes that, with an exit strategy in place, it is possible to be a truly creative and courageous leader. A leader who is willing to take risks and who manages with assurance and confidence.

With this speech, the audience will learn:

- How to spot the three red flags of change
- What are the four pieces of an exit strategy
- How to leverage your formal and informal networks
- Why always working on your marketability is critical
- What risks are worth taking as you move up the ladder.
- That you should always be ready for that “chance of a lifetime”

MANAGING WHEN THE SKY IS FALLING: HOW TO SUCCESSFULLY LEAD IN TIMES OF TURMOIL

History has shown that crisis breeds opportunity. Money is drying up. Markets are changing daily. Morale in the workforce is difficult to boost in an atmosphere of fear and anxiety. Where is the opportunity? Courageous leadership is the answer.

It takes a unique manager who understands how to lead when the 'sky is falling'. A manager who can guide a staff battered by all kinds of forces and lead them to refocus their business to a new reality.

To be successful today, it is essential that leaders calmly manage unreasonable pressure from above, fundamentally change the way in which they interact with their staff, and still keep their perspective and self-confidence.

With over twenty five years of experience in the corporate world, Nancy has managed in both good times and bad. In this speech, she will share her ideas about how, with a unique set of skills, finely honed instincts, great flexibility and a liberal dose of courage, you can manage not only effectively but brilliantly during this crisis.

You will learn:

- Three ways guaranteed to boost morale.
- Why innovation will lead the way to success.
- The importance of focusing on the future not the past.
- How to make your operation more entrepreneurial.
- Why it is critical that you learn ways to deal with stress.

Even if it feels like the sky is falling, for leaders willing to take risks, manage with a new sensibility, and keep their composure, these times can bring unparalleled possibilities for great success.

BIOGRAPHY

Nancy C. Widmann has over twenty five years of experience in broadcasting and marketing. Prior to starting a consulting and coaching business, Nancy had a distinguished career at CBS, Inc . She is co-author of *I Didn't See It Coming*, a practical guidebook for executives, published by Wiley in April, 2007. In addition, she currently coaches senior managers in publishing, radio, retail and investment banking.



Drawing upon her extensive knowledge of leadership and organizational politics, Nancy is a compelling speaker. She has expertise in a broad range of management topics, and discusses issues relevant to executives at every level of their career.

Ms. Widmann was the first woman President at CBS, Inc. and managed the CBS Radio Division for eight years. At the time, CBS Radio was the largest radio broadcasting operation in the country with over \$400 Million in revenues and 1200 employees. Her responsibilities included the management of 21 AM and FM stations, six radio networks, and a national sales representation firm.

Nancy was named Vice President and General Manager of WCBS-FM, New York in 1980. During her tenure, the station became the most popular oldies station in the country and the most profitable radio station at CBS. She joined CBS in 1972 as an Account Executive in Radio Spot Sales.

Nancy serves on the GuardianLeader.com Experts Council. GuardianLeader.com prepares managers and organizations to deal with the challenges of the 21st Century.

Nancy has volunteered for ten years at DRESS FOR SUCCESS, a non-profit organization helping women return to the workforce and serves on the advisory board.

Ms. Widmann was born in Boston and attended Regis College, Weston, Massachusetts. She has one daughter, and currently resides in New York City. *I Didn't See It Coming* is her first book.

I DIDN'T SEE IT COMING

Anyone can have an “I didn’t see it coming” moment, even successful, savvy, high-powered executives. It happened to Nancy Widmann, Elaine Eisenman, and Amy Dorn Kopelan prompting them to write *I Didn’t See it Coming*.

This insightful guidebook is intended for all executives and managers, male and female, who are career established and want to be in charge of their success in the new corporate world. These seasoned professionals spell out for the reader how to spot danger signs, find the red flags, and, most importantly, how to avoid being blindsided.



From tips on surviving a new boss to keeping your perspective when you become the boss, *I Didn't See it Coming* gives you all the tools you need to achieve success. You will learn:

- Why it is critical to have an exit strategy in place at all times.
- How to negotiate a corporate pre-nup at the beginning of a new job.
- To define your management style and avoid “new boss” mistakes
- Why you need your own band of brothers and sisters for support, reality checks, and vital networking.
- Proactive advice for managing and working within teams, including how to gain individual visibility and credit.
- The importance of having a personal board of directors for advice and counsel.
- The effective and savvy way to manage all your relationships at work; your boss, your colleagues, your team, and corporate senior staff.

I Didn't See it Coming offers the invaluable gift of hindsight from firsthand experiences and hard-earned perspectives of the authors and their clients, colleagues and friends. No matter where you are in your career, this comprehensive guidebook will help you learn ways to develop strategic insights for “reading the room”, the best way to deal with organizational politics, and the importance of controlling your career destiny.