



# AAPPEAL, LLC

*"Empowering you to illuminate your presence in your career"*

Women who feel unseen in the workplace coach with me when they are ready to make their voice visible. I empower them with tips, tools and resources that will illuminate their presence and increase the profits for their organization.



**Dr. Elizabeth Carter**

Corporate Professional,  
Speaker, Trainer, Author

## WORKSHOPS

### **Ego vs Opportunity: Change 'NEEDs' to 'LEAD'**

Has your ego helped or halted an opportunity you were exploring? Were you focused on Non Elevating/Economic Demands (NEEDs) or Learning, Engaging, Adapting and Distinguishing yourself (LEAD)? This interactive workshop will provide you tools to enhance your thinking to shift your ego and make decisions that benefit your future.

### **Get your F.A.C.T.S. together: Overcome performance review blues**

Do you dread the annual review process? Do you struggle determining how you have made an impact to the people, process, and/or profit to your organization? This session provides reasons why we like and dislike the process, the ways to optimize the available performance tools (best facilitated with a member of HR to provide the specific company tools), and a system that will allow you to shape your performance review with outcomes using 'F.A.C.T.'s.

### **Guide your career with ABCs: Articulation, Behavior, and Change**

Articulating the contributions made in work experiences is an area of opportunity. Job postings for profit and non-profit organizations have 'key' words where an organization seeks to learn how one has demonstrated said skill, and understand value added accomplishments. These 'key' words are critical behaviors needed to be successful (Strategic Thinking, Agility, Problem Solving, Collaboration, Communication, Time Management, Continuous Improvement, and Leading of Others). This interactive workshop includes self-reflection on how well the behaviors are displayed.

### **Leading teams from the "Strategy" to their "Seats"**

Do you struggle trying to create a 'line of sight' of the corporate strategy down to the daily functions of your team? This session will provide you a process to align the strategies of your organization to the actions and goals of your team from where they sit. Increase the engagement, collaboration, and performance of any group, regardless of whether they sit 1, 5, or 10 layers deep in the organization.

*Dr. Carter's unique combination of over 25 years in finance and a passion for knowledge empowerment has provided her the opportunity in profit and non-profit organizations to lead, mentor and develop others in the areas of strategy and financial analysis, performance improvement, and talent development. Her use of acronyms and alliterations is part of her branding and is evident in all of her products, including the company name*

Website: <https://www.eac-aappeal.com>



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## KEYNOTE PRESENTATIONS

### Lessons Learned: Life and Leadership

How the path of one's career is rarely traveled as planned and my key to leadership: L.E.A.P. (leading, engagement, analytics and performance).

### From Introvert 'Shy' to Introvert 'Strong'

Being introverted sheltered my true words and stifled my communication skills. I share how I learned to balance my introverted nature with speaking with purpose and passion.

"Do not allow yourself to be the same person tomorrow that you were yesterday"

Dr. Elizabeth Carter

### The L.I.E.S. are real

We think life is supposed to be somewhat fair, fun and fruitful. Not to say that many helpful tips and tools we are provided are untrue, but I share stories of my life's journey and the LIES I have experienced.

## Comments about Dr. Carter's presentations, workshops and tools

"I've been at xx for 11 years and this is the most helpful information on performance reviews I've ever received. Thank you so much for all the time you put into this" (performance review workshop)

"...a pleasure to listen to. She showed a new way to market yourself and she brought a new light to it which I hadn't heard previously" (personal branding workshop)

"The guest speaker was fantastic and presented relevant information that people don't necessarily think about" (Ego vs. Opportunity session)

"If you feel like obstacles are in your way, this book is a must for your library" (Book- Gaining A.C.C.E.S.S. to lead yourself)

Member of the Black Speakers Network

For more detailed information on these and other presentation topics or to book Dr. Carter for your next event

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