



Peggy Noe Stevens  
& Associates



CONSULTANT • SPEAKER • AUTHOR



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# Keynotes, Seminars & Workshops

The following topics are available in 60-minute, 90-minute, half-day, full-day, and two-day formats. As listed, they are half-day classes. The individual topics may be presented as a training seminar, workshop, or conference breakout session.

Presentations are always customized to meet your training objectives. Please discuss your time constraints and productivity challenges with us so we can design the correct program to meet your group's needs.



# PROFESSIONAL DEVELOPMENT

Speaking Topics





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# Professional Presence

## 4 Steps to Building Your Personal Brand

Designed after Stevens' book, "Professional Presence: A Four-Part Guide to Building Your Personal Brand", this session takes a comprehensive look at the importance of your personal brand, how to achieve the brand that you want and how that brand ties into your career. Professional Presence teaches "soft skills" – one of the biggest factors in professional success, yet seldom taught in corporate training. This session delivers a step-by-step program to develop these soft-skills necessary for career advancement that we call "The P4's of Personal Branding" and includes:

- Protocol – etiquette overview
- Professional presentations
- People skills
- Personal image





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# The Business Athlete

## Conditioning Yourself for the Corporate World

Top athletes are some of the most revered figures in our culture. Their dedication, commitment and focus are often unparalleled. Whether you were a star athlete in college or simply have a true appreciation for what it takes to excel at a sport, this seminar will help you draw upon the numerous similarities between what it takes to gain success on the field, court or rink and what it takes to gain success in the boardroom. During this fast paced and engaging session participants will learn:

- Similarities between athletes and corporate stars
- How to channel your time as an athlete into success in the workplace
- Creating a training “road map”
- If and how age is a factor
- Importance of maintaining your health and its effect on your performance





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# Networking Skills

Networking is an integral part of your career success. Building relationships is not only important to your professional life, but also your personal life and those two often intersect. This seminar arms you with the confidence to build the relationships you need to grow. “Networking” offers practical takeaways including the following:

- Setting personal goals for events
- Arrival, entrance and posture
- Greetings, handshakes and departures
- Mingling, eye contact and signals
- Host and guest of honor duties
- Distinguish yourself
- Introductions, business card presentation remembering names
- Conversation skills





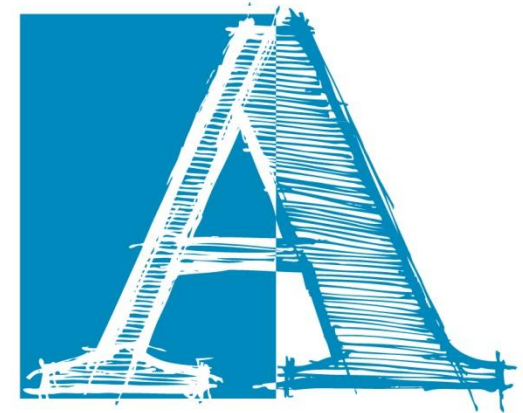
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# Architecture of a Leader

The model for our PNSA brand is steeped in architecture as we use the image of a spiral to illustrate our philosophy. Since ancient times, the spiral has represented many things: the conscious energy force within all living things; the core of people and place; man's essence or soul; and the desirable middle between the two extremes of excess and lack. To us the spiral reflects our vision of Building the ARCHITECTURE of Image.

Continuing these longstanding philosophies, we assist our clients in achieving their highest goals: becoming more conscious of who they are, the realization of the potential in their lives or environments. This broad presentation focuses on the essence of what it takes to be successful in today's corporate environment. This presentation speaks to everyone interested in thoughtfully managing their career from new college graduates to current leaders. It includes the following:

- Understanding the new leadership model
- Why leadership models have evolved
- P4 Process™ foundation
- Understanding the employee training lifecycle
- Ten key aspects of leadership development
- Impression management – creating a distraction free environment
- Developing the next generation of leaders
- Leaving your leadership legacy



**ARCHITECTURE**  
OF • A • LEADER



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# Professional Dress

## 7 Essentials to Developing Your Image (For men & women)

Learn the tips and tricks of a personal, professional stylist without having to hire your own! Your overall personal brand and professional image is essential to your career. This comprehensive seminar teaches you how to integrate your personal style with that of your company and/or career aspirations. It includes the following:

- Study of eye, skin tone, hair color
- Texture and face shape
- Color palette and body shape
- Hair, make-up and grooming overview
- Creating visual balance – proportion
- Accessories and how to use them
- Tailoring guidelines
- How to build a basic wardrobe
- Power dressing for the board room
- Closet organization and coordination tips







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# Architecture of Style

This fast-passed dynamic session combines several of Peggy's key messages about the importance of image. She challenges participants to think about the process of crafting their own personal style and the various elements involved including;

- All Eyes On You: Creating a Professional Image
- Your Brand Tool Box: A Strategic Image for the Corporate World
- Is Image Everything?...What Companies Are Looking For
- Non-verbal Messaging: What Are You Saying?
- Build Your Confidence
- Strategically Map Your Career
- Prioritize Your Life
- Network to Enhance Your Career
- Love What You Do: Steps to a Rewarding Career

# got style?



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# 12 Traits of Powerful Women

We all know that women are pulled in many different directions each day, attempting to balance career, family, community and personal obligations. The demands can be utterly overwhelming and many feel the most pressure at work. Peggy will demonstrate why “Balance is a Bust”! This results driven and interactive session will energize women at all levels of the organization to focus in on the traits that are proven to help them find greater purpose and focus in their lives, as well as success in their career. A few of them are:

- Defining your image
- Improving your presentation skills
- The power of professional networking
- Increasing your confidence and visibility
- Critical aspects of working with men
- Conflict management





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# Work Life Purpose: The new time management model

So many professionals struggle today with the idea that they have to “do it all”, but then wonder....are they doing it well? The impact of your personal life on your career and your brand cannot be underestimated. Peggy Noe Stevens teaches that while it may be difficult to find a true balance, it is not impossible to determine your work-life-purpose. To be successful in your career, you just need a plan for strategically managing your life. Work-Life-Purpose focuses on:

- The new time management model
- Setting goals and expectations
- Creating a strategy and master plan
- Managing your career or business
- Using your network and training employees to do the same
- Effective delegating
- Actually enjoying family and social life





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# Presentation Skills

Whether you are talking one-on-one with a colleague or giving a speech in front of a room full of people, how you make a presentation can make or break your career. Presentations offer the opportunity to create influence that lasts, however, through self-promotion or lack of preparation, you can make yourself more important than the message and the results can be deadly. This valuable presentation can be applied to anyone just starting their career or those who suddenly find themselves in a position where they are looked upon to lead meetings or deliver presentations. The practical lessons shared include the following:

- Identifying needs and objectives
- Non-verbal gestures, posture & stance
- Cadence, tone & volume
- Printed materials
- Outlining the presentation, purpose of “storytelling”
- Mastering content
- Delivery and timing
- PNSA method of rehearsal & mental preparation
- Building presenter confidence
- How to be persuasive and credible
- Memorization techniques & extemporaneous tools
- Constructive criticism and peer support
- Boardroom basics & master planning the environment





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# Business Etiquette & Protocol

A standard for the working professional, this presentation provides the essential skills rarely taught in school, but necessary for advancement in your professional career. This presentation is enjoyed by both emerging leaders and top executives alike. We often teach these skills when coaching professionals who have just been awarded a promotion, or will be travelling more often representing their company. People tell us that we answer their questions that they have always been afraid to ask! This comprehensive presentation includes the following:

- Formal dining tutorial
- Business standards
- Social and networking skills
- Eye contact and eye signals
- Host and guest of honor duties
- Toasting (when and how)
- Introductions
- Seating guidelines
- Electronic communication for business
- Travel etiquette, global travel & tipping





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# Building Your Brand

Brand building is one of the foundations of PNSA . Peggy guides session participants through an exploration of the principals of creating an iconic brand, great moves and missteps by some of the big brands and what you can learn about building not only your company's brand but your personal one as well.

- What Makes a Great Brand? Define • Discover • Deliver
- Experiential Marketing: Directing the Consumer Experience
- Brand Visioning and Ideation
- Building a Strategic Brand Framework
- Building an Authentic Brand
- What Excellence Means
- Personifying Your Brand Through Your People
- Building Your Brand Story: What Consumers Want to Hear





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# Dealing with the Workplace Bully

Schools have worked diligently to identify and eradicate bullying from schools. Most children now understand what bullying means to their generation and the steps to take if they see it happening or are a victim. But, what if the behavior is from an adult in the workplace? It's happening more often than most people realize and many are not aware of its impact on both the victims and companies as a whole or what to do to stop it. In this honest and empowering workshop we will explore:

- What is workplace bullying?
- The types of perpetrators and their characteristics
- Effects of bullying on individuals and organizations
- How to react and report whether the bully is a peer or superior
- Tools to help companies avoid or eliminate bullying from the culture





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# Through Customer's Eyes

At PNSA we truly feel that your company's brand is its people and nearly all professionals deal with customers in some aspect. We love to work with teams to develop cohesive practices for managing their customer's perception of the overall brand. From practical advice on how to obtain and thank your customers for their business to planning the experience for your customer through the environment you create, this presentation covers a lot! Specifically, *Through the Customer's Eyes* includes the following:

- Personifying your brand image through your people
- Consumer trends and your business
- Master planning the environment for your experience
- Creating a strategic hospitality framework







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# Now Go Get a Job

## Career Advice for College Graduates

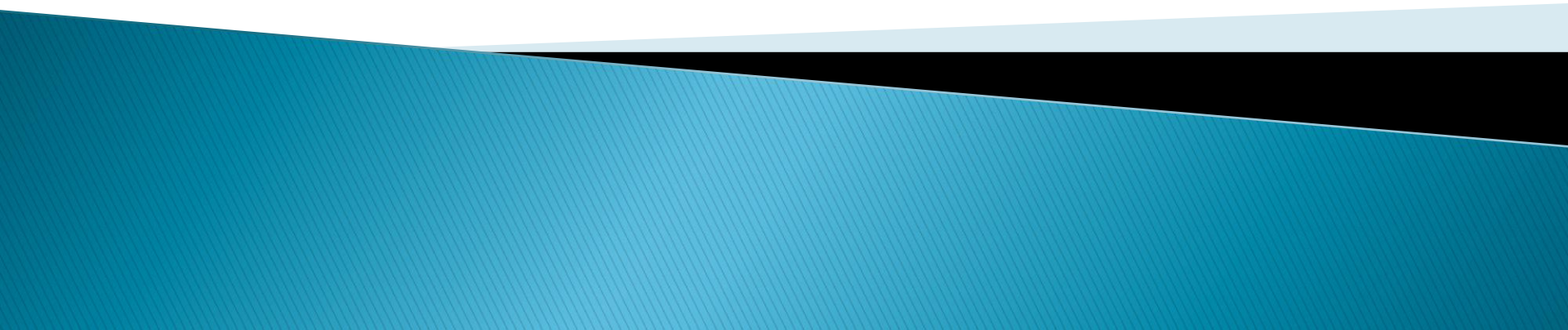
From networking, to resumes and interviews, this comprehensive seminar is great for the graduate or job-seeker of any age. It walks attendees through the essentials of professionalism, the “soft skills” that hiring companies look for, but rarely teach their employees.

- Social and strategic networking skills
- Setting personal goals for networking events
- Interview skills
- Eye contact and eye signals
- Arrival, entrance and posture
- Greetings, handshakes and departures
- Mingling, eye contact and signals
- Distinguishing yourself
- Conversation skills and questions
- Introductions and remembering names
- Resume essentials
- Follow-up



# LIFESTYLE

Speaking Topics





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# Bourbon in the Bluegrass

As the world's first female master bourbon taster and founder of the Bourbon Women Association, Peggy is uniquely qualified to educate your group about Kentucky's native spirit. Whether your attendees are new to bourbon or are seasoned enthusiasts she will present an entertaining, educational and fun tasting. It's the perfect way to kick off an awards dinner or other celebration. After learning about your audience we will customize a tasting experience that may include the following;

- Bourbon 101: History and Tasting
- Bourbon Benchmarking: Understanding the Different Styles
- The Perfect Mint Julep
- Setting the Perfect Bar
- Mixology Psychology: Bartending Essentials for the Home
- Bourbon Master Classes: Advanced Tasting and Trends
- A Woman's Guide to Drinking Bourbon
- Derby Traditions and History
- The Art of Derby Entertaining





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# Elegant Entertaining

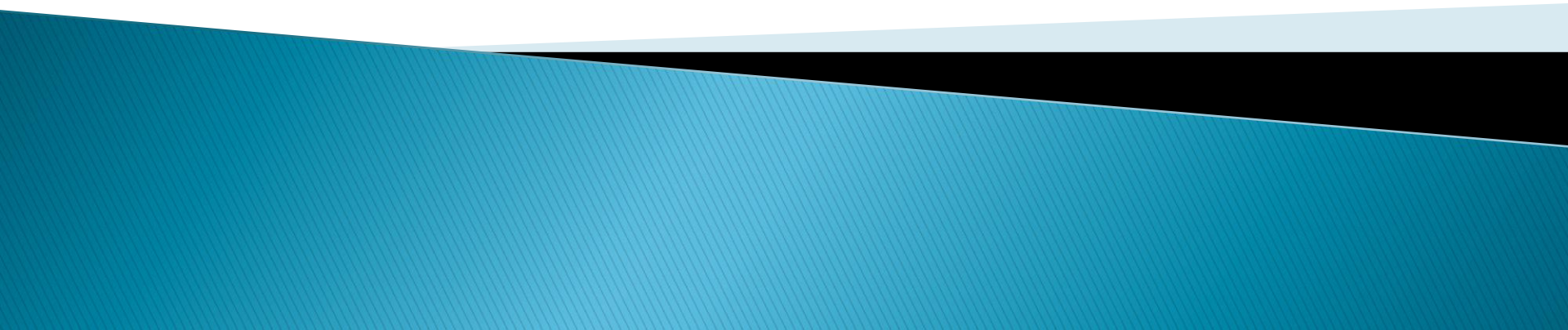
Many people are intimidated by the idea of entertaining at home. It can, however be very important for advancing your career. Peggy will break down the process for participants and give them lots of tips and tricks for hosting a memorable event that is a positive reflection of ones personal brand. Topics include;

- The Entertaining Experience
- Culinary Synergy: Planning the Ideal Party Fare
- Create an Entertaining Master Plan for Your Home
- Table Settings & Decor for Every Occasion
- Entertaining Essentials: China, Glass & Silverware For Your Home
- Menu Planning from A-Z
- Entertaining with Children
- Garnish to Ganache: The Basics of Food Presentation



# FOR YOUTH

Speaking Topics





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# Youth Programs

- At Peggy Noe Stevens & Associates (PNSA), our services to include an important part of professional development and one which we feel strongly starts with today's youth. With so many distractions affecting both parents and their children, it can be hard to instill in our youth the etiquette necessary to develop strong, well-rounded adults.
- At PNSA we enjoy teaching the basics of etiquette and manners to young children and leadership skills to teens and young adults.
- We've developed two wonderful programs aimed at these efforts: Family Table and FYI.





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Finding Your Impact, or FYI, is an immersive, three day program that brings teens together to build leadership and networking skills to last a life time.

Both programs can be fully customized to suit your school, organization, or other group.





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Teaching children manners, respect, and communication skills help to instill leadership and confidence in their daily lives.

The Family Table for parents and children provides a fun, interactive learning environment.







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# Testimonials



*"Ms. Stevens' ability to engage her audience is unparalleled and her ability to be relevant to her audience is impressive. She has a very engaging and focused delivery style and is able to connect and relate with her audience in a clear, interesting and inspiring – but practical way."*

- Lynne McNees, President, International Spa Association



*"Peggy's warm demeanor and vast experience will enlighten and inspire those that attend her session."*

- Helen Overfield, Executive Director, NAWBO, Louisville



*"Today was outstanding – Thank you"*

- Rob Samuels, Chief Operating Officer, Makers Mark Distillery, Inc.



*"I meet with the public and senior leadership on a daily basis. This class has given me a guidance on presentation."*

- Attendee, 2012 Humana



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# Recent Clients





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# President and CEO

- In both her career and personal life, Peggy has devoted herself to over twenty years of hospitality, entertaining, and the exploration of experiential marketing. She's helped design visitor experiences all over the globe and worked one-on-one to develop emerging leaders of major corporations.
- As President and CEO of Peggy Noe Stevens & Associates (PNSA), Peggy divides her focus into these two parts: the IMAGE of people and places.
- PNSA is now a global image and branding business helping companies develop powerfully targeted brand messaging through environments while building confidence, self-awareness, and professional presence in their employees.



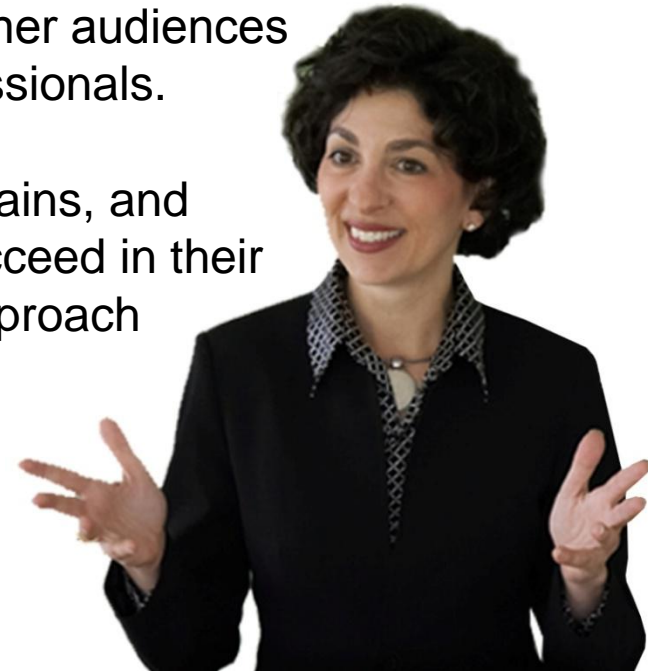
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# Speaker

A certified professional etiquette and protocol consultant, Peggy Noe Stevens is the premiere authority on professional image and personal branding. Peggy engages audiences with her dynamic wit and energetic message presenting keynotes, seminars and workshops.

Her presentations, which include topics such as “Creating Your Personal Brand”, “Work-Life Purpose: The NEW Time Management Model” and “Networking Skills”, offer practical advice that inspires her audiences whether they are emerging leaders or seasoned professionals.

Peggy is a high-content speaker, who educates, entertains, and motivates professionals to improve their brand and succeed in their careers. She brings a gracious, fresh, and relevant approach to establishing image.



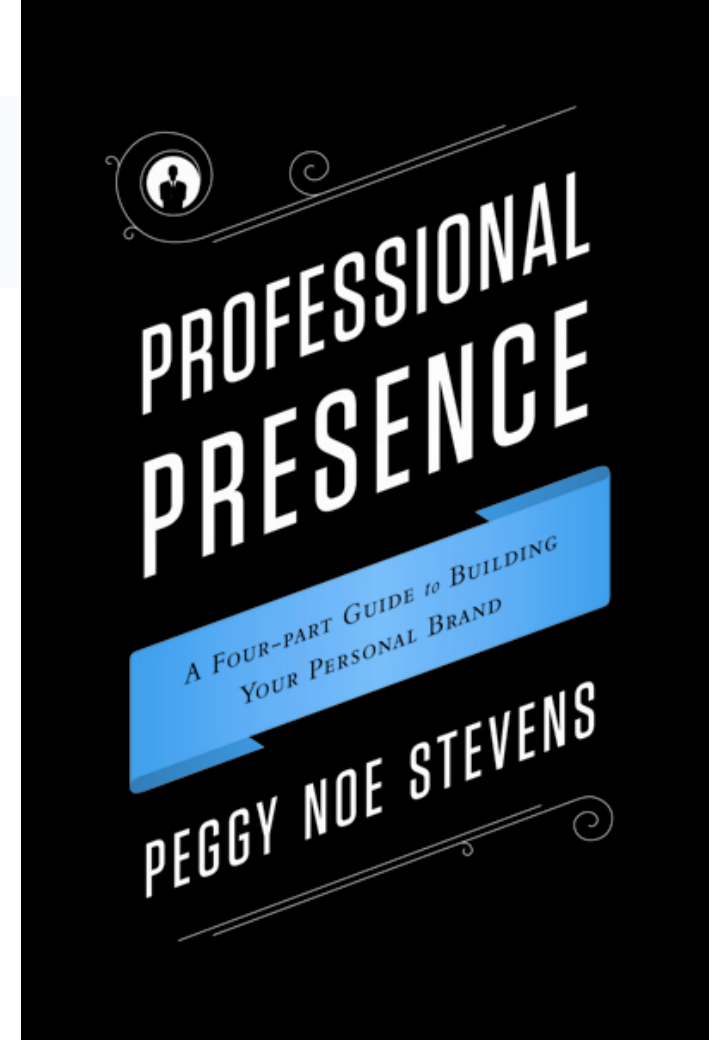


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## Author

Study after study has proven that “soft skills” are one of the most important factors in achieving professional success, however, these skills are seldom taught in corporate training. Peggy’s book, *Professional Presence: A Four-Part Guide to Building Your Personal Brand* is aimed at people who want to move up in the business world.

The four-part learning process focuses on business etiquette, personal brand development, professional presentations, and people skills. It offers the reader useful behavioral strategies, from how to deliver a successful presentation to how to dress appropriately, to how to align personal and professional goals. *Professional Presence* gives readers skills they can use to impact their advancement and position them for their next promotion.





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# Credentials

- 20+ Years in Hospitality, Global Marketing and Beverage Industries
- Experiential Marketing Strategist
- Tourism and Hospitality Marketing
- Hotel and Lodging Industry
- Retail Design, Buying and Operations
- Customer Service Strategist
- Consumer & Tourist Behavior Specialist
- Global Event Planning
- Facilitator
- Certified Protocol and Etiquette Instructor
- Certified Image Consultant
- Entertaining and Food & Beverage Expert
- Bourbon Master Taster
- Public Speaking Trainer
- Author
- BA, Interpersonal Communications & PR



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# Perfect for your organization

## **What Peggy does...**

Peggy develops professionals so they are not only more successful and happy in their careers, but also an asset to your company which is inherent to its growth.

## **Where to use Peggy...**

Peggy delivers training and development keynotes, breakout sessions, one-on-one consulting, and workshops at corporate offices, corporate and association meetings, seminars and training workshops all over the world. Her audience often includes the following:

- Emerging leaders
- Recent college graduates
- Top-level executives
- Sales teams (Pharmaceutical, Real Estate, Financial Services, etc.)
- Women's groups
- Leadership organizations
- Small business groups
- Entrepreneurs
- Destination experiences/brand visitor centers
- Human Resource groups
- Customer service professionals



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# Pricing

Type of Event	Keynote	Half Day	Full Day
In Kentucky	\$1500	\$1500	\$2500
Out of state*	\$2000	\$2000	\$3000
International*	\$5000	\$5000	\$5000

\* Plus travel expenses





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# Thank You!

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