



LAUREN FABY

ABOUT LAUREN:

Lauren Faby is the CEO of the strategic communications firm, LF Consulting, and an NCAA Lacrosse Official. Her story of perseverance and sheer will to succeed is inspiring. A (former) single mother of 4, she found herself without a home, without a job, without a way to support herself and her girls. Through taking risks, doubling down on goals, making a plan, and silencing her critics (including her inner voice), she succeeded in reaching her goal to be an NCAA Official, and she's not done yet.

WHAT PEOPLE ARE SAYING:

"I'm so impressed and inspired by how you took absolute control of your life and worked so hard to shape it into a life you could and wanted to thrive in. You didn't create your circumstances, but you didn't let them define you."

BETH ANN DRANQUET
ASSISTANT GENERAL COUNSEL,
SPRINT

"I would highly recommend Lauren and her many talents and capabilities to any organization as she is terrific!"

CHRIS URBAN
VP OF BUSINESS DEVELOPMENT
RAISER PARTNERS

"You are so inspiring to all of us out there trying to keep it all together and focus on how to create a brighter future!"

DANIELLE PERMAN
FOUNDER AND CEO
TACKLE WHAT'S NEXT

lauren@laurenfaby.com

GAME ON: HOW TO "BE ALL IN" ON YOUR GOALS

KEYNOTE & WORKSHOP

PROGRAM:

This is Goal-setting and Achievement Planning outlined through storytelling. Lauren tells her personal story of single motherhood and rising to the top of her field while taking some risks along the way. She turned an opportunity to supplement her income into a career as an NCAA Official. An award-winning CEO and marketing professional, she relates lessons from her journey to entrepreneurship.

AUDIENCE TAKEAWAYS:

- A) Silencing Critics
- 2) Being real with yourself and what obstacles are present
- 3) The importance in investing in your goal by learning and listening
- 4) The importance of using your gifts to inspire others

BRAND ALIGNMENT:

Lauren's mission is to empower women. As a successful female entrepreneur, she feels it is her responsibility to be a visible example of focus, hard work, and overcoming obstacles. She is an active voice in the fight for equal pay for women's sports officials. Lauren mentors young women entering the workforce as well as women finding themselves with a need or desire to re-enter the workforce. Lauren serves as a mentor and trainer for US Lacrosse.



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GAME ON: THE ART OF SAYING "NO"

KEYNOTE & WORKSHOP

PROGRAM:

Have you ever said "YES" so much that you "YESSED" yourself right out of alignment with your goals? Effectively communicating who you are, what you do, AND who you aren't and what you DON'T do, is essential when running a business. Learn how to stay true to your mission and your path to success.

AUDIENCE TAKEAWAYS:

- A) Goal and communication alignment
- 2) Strategies for saying NO to prospects and current clients
- 3) Tools to develop clear goals and path to success

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GAME ON: BE AS AUTHENTIC AS YOUR DOG

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PROGRAM:

What's holding you back? The fear of failure is a common goal crusher. Authenticity is key and learning how to develop true relationships with business associates leads to more business, higher profits, and overall health of your career and you.

AUDIENCE TAKEAWAYS:

- 1) Being real with yourself and what obstacles are present
- 2) The importance in investing in your goal by learning and listening
- 3) The importance of using your gifts to inspire others
- 4) How to identify your tribe

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OH, #@\$%&! THE ABC'S OF CRISIS COMMUNICATION KEYNOTE & WORKSHOP

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PROGRAM:

often, things don't go exactly as planned. Surviving a PR crisis in today's world of social media is dependent on a solid crisis communication plan. Does your company have one? Lauren breaks down the 3 components of an effective crisis communication plan.

AUDIENCE TAKEAWAYS:

- 1) Why it's important to have a plan
- 2) Real-life stories and PR debacles
- 3) How these could have been avoided
- 4) 3 necessary steps in crisis response

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