



You are cordially invited to the Society of Women Engineers corporate workshop on **Reviewing Your Leadership Lifeline!**

The **Society of Women Engineers (SWE)** is network of more than 40,000 women working or studying in the various disciplines in the field of engineering and technology. Founded in 1950, SWE has supported women to aspire, advance, and achieve in their careers as engineers and technologists.

SWE would like to invite you to join us for a workshop and discussion on **Reviewing Your Leadership Lifeline** with guest speaker Allyson Stewart-Allen, in London, UK. The event will be hosted by FM Global, *Floor 41, The Leadenhall Building, 122 Leadenhall Street, London, EC3V 4AB* on **Monday, February 11, 2019 from 13:45 – 17:00.**

Overview of the workshop:

Reviewing Your Leadership Lifeline

Learning guidelines:

- What is a “leadership brand”?
- Leadership and Organization Brands
- Your Reputation and Drivers of Trust
- Influencing Styles and Leadership Brand

About the speaker:



Allyson Stewart-Allen is an award-winning international business consultant, whose expertise in brand internationalization is sought by leading businesses globally through her consultancy, publications, appearances, mentoring and corporate education.

A Californian based in Europe for over 25 years, Allyson applies her extensive advisory experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, International Marketing Partners.

Allyson has advised more than 200 businesses in 26 countries including Aegis, BAE Systems, Burberry, Cadbury, Coach, HSBC, Lufthansa, NBC Universal,

SAB Miller and Shell. She is an experienced and frequent commentator lending her insights to broadcast, print and digital media across the globe. Besides her 4-year slot for Sky News as The Muse of Marketing, she has appeared on several television shows including twice for The Apprentice (BBC) and The Business Class (CNBC). Other outlets applying her insights include Bloomberg, BBC News, CNN, Financial Times, USA Today, Wall Street Journal.

[REGISTER FOR THE WORKSHOP HERE](#)

Refreshments and snacks will be provided.

Seating is limited and on a first come first serve basis, so register today!

We ask that you please complete your event registration by **4 February 2019**.

A Special Thank You to Our Host:

