



PAST ENGAGEMENTS OF LORI SILVERMAN

Change Management

“The Answer is in Your Hands”

- Keynote: Employee Celebration, Tinker Federal Credit Union, Oklahoma City, OK

“Change... At the Speed of Life: Challenging Our Current Paradigms”

- Keynote: American Society for Training & Development Symposium, Milwaukee, WI

“Coaching Leaders Through Organizational Change”

- American Society for Quality, Milwaukee Section, Milwaukee, WI
- American Society for Training & Development International Conference, San Francisco, CA
- Hawaii Conference on Quality, Honolulu, HI
- American Society for Quality Control, Santa Clara Valley Section, Santa Clara, CA

“HR Strategists Provide the Framework for Organizational Change”

- Northwest Human Resource Management Association, Spokane, WA

“Making a Difference in a Family-owned Business: How to Successfully Implement Organizational Change”

- Workshop: Marquette University Center for Family Business, Milwaukee, WI

“More Than a Quick Fix: Organizational Change That Sticks”

- 2004 Marketing, Operations and Technical Conference, Credit Union Executive Society, New Orleans, LA
- Tutorial: Information Quality Conference 2001, Baltimore, MD
- Tutorial: Information Quality Conference 2000, Anaheim, CA
- Keynote: Information Quality Conference 2000, Anaheim, CA and London, England
- Public Workshop: University of Wisconsin-Madison, Fluno Center for Executive Education, Madison, WI
- Keynote: Quality Management Division Conference, American Society for Quality, San Francisco, CA
- Keynote: Directions '99, Albuquerque, NM
- Keynote: 14th Annual Hunter Conference, Madison Area Quality Improvement Network, Madison, WI
- Wisconsin Society for Human Resource Management Conference, Madison, WI
- Fourth Annual Public Sector Quality Conference, State of Washington, Seattle, WA

Coaching

“Coaching Others to Achieve Success in Today’s Changing Workplace”

- Workshop: University of California-Santa Cruz, Santa Cruz, CA
- Workshop: NUMMI (New United Motors Manufacturing, Inc.), Fremont, CA

“The Evolution of Coaching in Today’s Workplace...What’s Next?”

- Ohlone College Business Roundtable, Santa Clara, CA

“How to Coach Leaders and Teams to Achieve Success”

- Workshop: Duquesne University, Pittsburgh, PA

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PAST ENGAGEMENTS OF LORI SILVERMAN

Corporate Use of Stories

“The Best-Kept Secret in Business Today”

- American Society for Training & Development, Dallas Chapter, Dallas, TX
- Workshop: Eau Claire Chamber of Commerce and the American Society for Training & Development, Northwest Chapter, Eau Claire, WI
- 25th Annual Conference, Association of Collegiate Conference & Events Directors-International, Nashville, TN
- American Society for Training & Development, Twin Cities Chapter, Minneapolis, MN
- Audio Conference: University of Chicago, Chicago, IL
- Audio Conference: Midwest Society of Association Executives, Minneapolis, MN
- Workshop: Information Quality Conference, Miami Beach, FL
- American Society for Quality, Milwaukee Section, Milwaukee, WI
- California Credit Union League, East Bay Chapter, Oakland, CA
- Expert Author Series, American Society of Association Executives, Washington, D.C.
- MBA Student Association, Edgewood College, Madison, WI
- Pre-conference Workshop: M&T 2004: Learning Exchange and Business Expo, American Society of Association Executives, Baltimore, MD
- La Crosse Chapter, Project Management Institute, La Crosse, WI
- Workshop: Professional Development Day, Project Management Institute, Milwaukee Chapter, Brookfield, WI
- The Business Forum, Madison, WI
- Invest in Yourself, Middleton, WI

“Harnessing the Power of Stories”

- Great Ideas Conference, American society of Association Executives and The Center for Association Leadership, San Diego, CA
- Great Ideas Conference, American society of Association Executives and The Center for Association Leadership, Orlando, FL
- Workshop: New Priorities Foundation, Spokane, WA
- 2005 Training and Development Summit, University of Wisconsin-Stout, Menomonie, WI

“Improve Performance and Inspire People With Storytelling”

- Workshop: Inland Northwest Society of Consulting Professionals and Gonzaga University, Spokane, WA

“Making an Impact Through Stories”

- Workshop: Midwest Woodland Owners Leadership Workshop, Green Lake, WI
- Workshop: Awareness Assembly, American Legion Auxiliary, Washington, D.C.

“Stories: Make Your Point and Bring Issues Alive”

- General Session: 75th Annual KLC Convention, Kentucky League of Cities, Owensboro, KY

“Storytelling: A Timeless Tool Comes of Age”

- World Future Society, Madison Chapter, Madison, WI

“There Are Five Sides to Every Story”

- Workshop: American Society for Training & Development, Houston Chapter, Houston, TX

“Using Stories to Make Your Point”

- 2004 Business Women’s Expo, Madison, WI

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PAST ENGAGEMENTS OF LORI SILVERMAN

“Using Storytelling to Increase Organizational Effectiveness”

- Great Ideas Conference, American Society of Association Executives, Phoenix, AZ
- Great Ideas Conference, American Society of Association Executives, Orlando, FL

“Wake Me Up When the Data Is Over”

- Keynote: Wisconsin Tobacco Control & Prevention Conference, Madison, WI
- International Association of Business Communicators, Madison Chapter, Madison, WI
- Madison, West Towne-Middleton Rotary, Middleton, WI
- CEO Council of Tampa Bay, Tampa, FL
- Sales and Marketing Executives International, Madison Chapter and American Marketing Association, Madison Chapter, Madison, WI
- Board Retreat: St. George’s School, Spokane, WA
- National Storytelling Festival, International Storytelling Center and the National Storytelling Network, Jonesborough, TN
- Workshop: United Properties Corporate Real Estate, Minneapolis, MN
- Workshop: Hennepin County, Minneapolis, MN
- Workshop: Arizona Society of Association Executives, Tempe, AZ
- Workshop: Avista Corporation, Spokane, WA
- Workshop: Renaissance Center for Leadership, Gonzaga, University, Spokane, WA

“What’s Your Story? Leadership”

- Annual Meeting, American Society of Association Executives and The Center for Association Leadership, Nashville, TN

“What’s Your Story? Marketing”

- Annual Meeting, American Society of Association Executives and The Center for Association Leadership, Nashville, TN

“What’s Your Story? Membership Retention”

- Annual Meeting, American Society of Association Executives and The Center for Association Leadership, Nashville, TN

“What’s Your Story? Volunteer Management”

- Annual Meeting, American Society of Association Executives and The Center for Association Leadership, Nashville, TN

“When Results Matter: Using Stories to Achieve Impact”

- Keynote: Management Institute Graduation Celebration, Hennepin County, Minneapolis, MN
- Keynote: Leadership & Management Academy Graduation Celebration, Hennepin County, Minneapolis, MN

Customer Loyalty and Satisfaction

“Achieving Customer Satisfaction by Integrating Quality into Day-to-Day Work”

- Workshop: University of California-Santa Cruz, Santa Cruz, CA
- TQM Special Interest Group, American Society for Training & Development, Pittsburgh, PA
- Customer-Supplier Conference, American Society for Quality Control, Denver, CO
- Western Region Conference, American Society for Quality Control, Boise, ID
- Hawaii Quality Conference, Honolulu, HI
- International Industrial Engineering Conference, Atlanta, GA

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PAST ENGAGEMENTS OF LORI SILVERMAN

Customer Loyalty and Satisfaction (continued)

“Customers or Consumers? Focus or Obsession?”

- Keynote: Customer-Supplier Conference, American Society for Quality, Nashville, TN
- 14th Annual Hunter Conference, Madison Area Quality Improvement Network, Madison, WI

“How Can I Help You?: Serving Customers and Each Other”

- Workshop: Absolute Necessities Day Spa, Menomonee Falls, WI

Innovation

“Creating the Future: A Systematic Approach to Innovation”

- Tutorial: Strategic Planning for 21st Century Healthcare Organizations Conference, Atlanta, GA
- Fall Technical Conference, American Society for Quality Control, Scottsdale, AZ

Leadership

“A Leader Does... A Leader Is”

- Workshop: Fall Management Conference, VHA North Central, Inc. and VHA Wisconsin, Minneapolis, MN

“The Art of Influence: What Works, What Doesn't Work and Why”

- Workshop: Andersen Windows, Finance Leadership, Bayport, MN
- Workshop: Andersen Windows, IT Leadership, Bayport, MN
- Workshop: Hennepin County, Minneapolis, MN
- Public Workshop: Professional Development, Gonzaga University, Spokane, WA
- Information Quality Conference, Miami Beach, FL
- Workshop: California Credit Union League, East Bay Chapter, San Leandro, CA
- Madison Recruiter's Network, Madison, WI
- 2003 Business Women's Expo, Madison, WI
- Keynote: The Q Factor—Quality in Information Systems, Association of Information Technology Professionals (AITP), Region 5 Conference, Bloomington, IL
- Workshop: The Changing Face of Project Management Conference, University of Wisconsin-Milwaukee, Milwaukee, WI

“Defining Moments: Getting Clear on Fuzzy Ethical Situations”

- Workshop: The Changing Face of Project Management Conference, University of Wisconsin-Milwaukee, Milwaukee, WI

“Delegation and Feedback”

- Workshop: Jones Dairy Farm, Fort Atkinson, WI

“Developing Management Skills”

- Public Workshop: University of Wisconsin-Madison, Fluno Center for Executive Education, Madison, WI

“The Empowering Leader”

- Workshop: Valmet, Inc., Hudson Falls Division, Hudson Falls, NY

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PAST ENGAGEMENTS OF LORI SILVERMAN

Leadership (continued)

“How to be an Effective Team Leader”

- Workshop: Air Reserve Personnel Center, Denver, CO
- Workshop: Chevron El Segundo Refinery, El Segundo, CA
- Workshop: Chevron Pipe Line Company, San Ramon, CA
- Workshop: Valmet, Inc., Hudson Falls Division, Hudson Falls, NY

“How to Effectively Manage Employee Performance”

- Public Workshop: University of Wisconsin-Milwaukee, School of Continuing Education, Milwaukee, WI
- Workshop: Jones Dairy Farm, Fort Atkinson, WI

“Increase Your Effectiveness With Communication That Works”

- OFA Short Course 2005: Association of Floriculture Professionals, Columbus, OH

“Leadership from Within”

- Workshop: Wisconsin Rural Leadership Program, Tomahawk, WI

“Overcoming Motivational Challenges”

- Workshop: Wisconsin Rural Leadership Program, Tomahawk, WI

“Portrait of a Leader”

- Workshop: US Chamber of Commerce, Madison, WI

“Power and Influence Without Authority”

- Public Workshop: University of Wisconsin-Milwaukee, School of Continuing Education, Milwaukee, WI
- Public Workshop: Project Management International, Inland Northwest Chapter, Spokane, WA

“The Role of Supervision in Organizations”

- Workshop: Jones Dairy Farm, Fort Atkinson, WI

“Strengthening Your Leadership Capabilities”

- Public Workshop: University of Wisconsin-Milwaukee, School of Continuing Education, Milwaukee, WI

“Time Management for the Real World”

- Public Workshop: University of Wisconsin-Milwaukee, School of Continuing Education, Milwaukee, WI

Marketing

“Making Your Message Stick”

- Anatomy of a Strategic Marketing Plan: Emerging Trends and Essential Tools Workshop, American Marketing Association, Chicago Chapter, Chicago, IL

“Storytelling: The Missing Tool in Qualitative Market Research”

- Workshop: 21st Annual Conference, Qualitative Research Consultants Association, Phoenix, AZ

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PAST ENGAGEMENTS OF LORI SILVERMAN

Marketing (continued)

“Using Total Quality Tools for Market Research: A Qualitative Approach for Collecting, Organizing, and Analyzing Verbal Response Data”

- Advanced Research Forum, American Marketing Association, Beaver Creek, CO

“What’s Your Story?”

- Workshop: Marketing Management School Update, Credit Union National Association, Madison, WI

Personal Development

“Celebrating the Moments of Our Lives: Sharing The Gift of Legacy through Storytelling”

- Keynote: Wilson Law Group, Madison, WI

“Me, Myself & I”

- Women in Focus™, Ontario, CA
- Perspectives on Success, University of Wisconsin-Madison, Small Business Development Center, Madison, WI
- First Friday’s Breakfast Series, University of Wisconsin-Madison, Medical School, Madison, WI

“Relationships in This Wired, Wired World”

- Keynote: Professional Development Day, Southcentral Wisconsin Chapter, Project Management Institute, Madison, WI

“Schmoozing: Meet, Greet and Speak with Ease”

- Keynote: American Society of Clinical Laboratory Scientists-WI State Convention, Madison, WI
- Keynote: AICPA and CPA/SEA Leadership Conference, Las Vegas, NV
- Affordable Meetings, Chicago, IL
- Annual Meeting, American Society of Association Executives and The Center for Association Leadership, Nashville, TN
- Keynote: Arthritis Foundation, Regional Staff Conference 2005, Madison, WI
- Keynote: West Bend Mutual Insurance, Fall Underwriting Conference, West Bend, WI
- Keynote: TechWorks, Business Connections: Networking and Interviewing in Today’s Marketplace, Madison, WI
- OFA Short Course 2005: Association of Floriculture Professionals, Columbus, OH
- 25th Annual Conference, Association of Collegiate Conference & Events Directors-International, Nashville, TN
- Kettle Moraine Insurance Professionals, Jackson, WI
- 75th Annual KLC Convention, Kentucky League of Cities, Owensboro, KY
- Annual Meeting, American Society of Association Executives, Minneapolis, MN
- M&T 2004: Learning Exchange and Business Expo, American Society of Association Executives, Baltimore, MD
- Believe in Something Big, 2003 Chapter Leadership Conference, California Credit Union League, Ontario, CA
- Boardman, Suhr, Curry & Field, Attorneys at Law, Madison, WI
- Greater Madison Area Society for Human Resource Management, Madison, WI

“Tapping into the Power of Serendipity”

- Business & Professional Women, Madison, WI
- Keynote: Chapter Leadership Conference, Media Communications Association-International, Madison, WI
- Keynote: Wisconsin, Woman Triumphant: Honoring Wisconsin’s Women Entrepreneurs, National Association of Women Business Owners (NAWBO), Milwaukee, WI

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PAST ENGAGEMENTS OF LORI SILVERMAN

Personal Development (continued)

“Worldly Wisdom Without the Wrinkles”

- Keynote: Annual Conference, American Society of Plastic Surgical Nurses, Inc., Philadelphia, PA

Problem Solving

“Problem Solving and Decision Making”

- Workshop: Jones Dairy Farm, Fort Atkinson, WI
- Public Workshop: University of Wisconsin-Madison, Fluno Center for Executive Education, Madison, WI
- Workshop: Key Technology, Inc., Walla Walla, WA

Project Management

“Building Effective Project Teams”

- Workshop: Jockey International, Kenosha, WI
- Public Workshop: University of Wisconsin-Madison, Fluno Center for Executive Education, Madison, WI
- Public Workshop: University of Wisconsin-Milwaukee, School of Continuing Education, Milwaukee, WI

“Effective Organizational Change in a Project Management Environment”

- The Q Factor–Quality in Information Systems, Region 5 Conference, Association of Information Technology Professionals (AITP) , Bloomington, IL
- Project Management Institute, Southcentral Wisconsin Chapter, Madison, WI
- Project Management Institute, Milwaukee Chapter, Milwaukee, WI

“Project Quality Management”

- Workshop: University of Wisconsin-Milwaukee, School of Continuing Education, Milwaukee, WI

Strategic Planning

“The Answer is in Your Hands”

- Keynote: Eppstein Uhen Architects, Inc., Milwaukee, WI

“From Vision to Action: Strategic Planning in Unpredictable Times”

- Workshop: Professional Development, Gonzaga University, Spokane, WA
- Workshop: EXCELL, Spokane, WA
- Workshop: Midwest Society of Association Executives, Minneapolis, MN
- Workshop: The Dane Fund and Wisconsin Community Fund, Madison, WI
- Chamber of Commerce Network Series, Madison, WI
- Pittsburgh Chamber of Commerce, Pittsburgh, PA
- Denver Federal Board Conference, Denver, CO
- 4th Annual Quality Management Conference, Irvine, CA

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PAST ENGAGEMENTS OF LORI SILVERMAN

Strategic Planning (continued)

“Reinventing Your Business”

- National Association of Women Business Owners (NAWBO), Madison Chapter, Madison, WI

“Using Large Group Interventions to Enhance Strategic Planning”

- World Future Society Conference, Washington, DC
- Quality Management Division Conference, American Society for Quality, San Francisco, CA

“Using ‘Real-time Strategic Change’ for Strategy Implementation”

- Midwest Quality Conference, St. Louis, MO

Teams and Teamwork

“Building Team Facilitation Skills”

- Public Workshop: University of Wisconsin-Madison, Fluno Center for Executive Education, Madison, WI

“How to Build a Successful Team”

- Workshop: American Institute of Chemical Engineers, Ashland, KY

“Meeting Management”

- Workshop: US Chamber of Commerce, Madison, WI
- Workshop: BMW Financial Services NA, Inc., Columbus, OH

“Sweat the Small, Simple Stuff”

- Keynote: Believe in Something Big, 2003 Chapter Leadership Conference, California Credit Union League, Ontario, CA

“Why Aren’t My Self-Managed Work Teams More Successful?”

- Association for Quality and Participation, Greater Chicago Chapter, Chicago, IL
- Institute for Industrial Engineering Conference, Minneapolis, MN

Training

“Facts Tell, Stories Sell: Make Your Training Stick with Meaningful Stories”

- American Society of Clinical Laboratory Scientists-WI State Convention, Madison, WI
- Training 2007 Conference and Expo, Orlando, FL
- Workshop: American Society for Training & Development, Houston Chapter, Houston, TX
- Workshop: American Society for Training & Development, Central Indiana Chapter, Indianapolis, IN
- Workshop: American Society for Training & Development, South Central Wisconsin Chapter, Madison, WI
- Workshop: American Society for Training & Development, Twin Cities Chapter, Minneapolis, MN
- Workshop: American Society for Training & Development, Pittsburgh Chapter, Pittsburgh, PA

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PAST ENGAGEMENTS OF LORI SILVERMAN

Training (continued)

“A Fresh Look at Developing Discovery Learning”

- American Society for Training & Development, Inland Northwest Chapter, Spokane, WA

“Creating Business Excellence through Value Creation”

- Keynote: American Society for Quality, Greater Chicago Chapters, Naperville, IL

“Creating Value and Providing Quality to Customers”

- Workshop: Doosan Group, Washington State University, Pullman, WA

“Gaining a Competitive Advantage: Value Creation and Performance Excellence”

- Keynote: Improved Profitability Through Learning, Generation 21, Milwaukee, WI

“Linking Quality and Value to Business Performance”

- Keynote: 2002 AICE Conference, Tri Cities, IA
- Ohlone College Business Roundtable, Santa Clara, CA
- American Society for Quality, Winnebago Section, Manitowoc, WI

“Making the SHIFT from TQM to Total Organizational Management”

- Keynote: The 22nd Annual Boston Quality Conference, Burlington, MA
- Tutorial: The 22nd Annual Boston Quality Conference, Burlington, MA
- Tutorial: 2002 AICE Conference, Tri Cities, IA
- Keynote: Fourth Annual Public Sector Quality Conference, State of Washington, Seattle, WA
- Public Workshop: Madison Area Quality Improvement Network, Madison, WI
- American Society for Quality, Milwaukee Chapter, Milwaukee, WI
- 53rd Annual Quality Congress, American Society for Quality, Anaheim, CA

Workplace of the Future

“CHAOS: Trends Impacting the Future of Consulting”

- Madison Area Business Consultants, Madison, WI

“Improving Organizational Performance in the Workplace of the Future”

- 12th Annual Hunter Conference, Madison Area Quality Improvement Conference, Madison, WI
- Association for Quality and Participation and American Society for Quality, Tri Cities Chapters, Richland, WA

“Peeking Over the Horizon: Your Future as a Quality Professional”

- Quality Management Division Conference, American Society for Quality, San Diego, CA
- Hawaii Conference on Performance Excellence, Honolulu, HI
- American Society for Quality Control, San Francisco Section, San Francisco, CA
- 38th Annual Quality Clinic and Seminar, Knoxville, TN
- International Conference on Productivity/Quality, Miami, FL

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