



# Jennifer K. Crittenden

Former CFO and Award-Winning Author of *The Discreet Guide for Executive Women: How to Work Well with Men (and Other Difficulties)*. Visit her website at <http://discreetguide.com/>

## SPEAKER KIT

### BIOGRAPHY:

Jennifer Crittenden earned a BA in Linguistics with high distinction from Indiana University and an MBA in Finance and MIS from the Kelley School of Business and has over twenty years of experience in corporate America. After eight years in the US and Europe with Bristol-Myers Squibb, she headed for the sunny skies of San Diego and worked for several public and private biotech companies, rising to Chief Accounting Officer and Chief Financial Officer. She has now come full circle, from numbers and technology, to her love of words, by writing a career advice book for women planning on or currently working in companies primarily run and populated by men. She speaks and writes frequently on topics related to gender, language, and communication. She is a member of Phi Beta Kappa.



### TALKS:

- Collaboration Across Genders in the Workplace
- Can You Hear Me? – How to **Be Heard** When Working with Men
- How to Speak Like a Native... in Business: Melding Words and Numbers to Say What You Mean
- Thriving in the Belly of the Beast: Success Strategies for a Male-Dominated Environment



*Jennifer K. Crittenden*

*Description  
Of  
Talks:*



**Collaboration Across Genders in the Workplace**

In language, behaviors, styles, and attitudes, men and women bring different approaches into the workplace. These differences sometimes make it difficult for us to understand each other. Jennifer Crittenden, author of *The Discreet Guide for Executive Women: How to Work Well with Men (and Other Difficulties)*, will discuss how we can open our eyes and ears to be more sensitive to gender differences and learn how to work more successfully with the opposite sex. With a BA in Linguistics, an MBA in Finance, and over twenty years of experience in corporate America, Jennifer has observations, research, stories, and tips to make your work life more enjoyable today. (Powerpoint Presentation – 50 minutes, not including Q&A – for a mixed audience)

*Testimonials: “Everything I’d hoped, and more!” “Very interesting” “Insightful”*

**Can You Hear Me? – How to Be Heard When Working With Men**

Do you feel ignored when you're in a meeting with men? Are you constantly interrupted? Have you ever had a guy get credit for something that you *just* said? We will learn some communication strategies to make your ideas stand out and shine in a roomful of men. Women often have great contributions to make, both at work and at home, but struggle to find effective ways to Be Heard. We will discuss tactics related to voice, lead-ins, and authenticity as well as how to sidestep a backlash for being an uppity woman who's willing to speak up. With a degree in Linguistics, and over twenty years of experience as a financial executive working in male-dominated companies, Jennifer Crittenden, author of *The Discreet Guide for Executive Women: How to Work Well with Men (and Other Difficulties)*, will lead what is always a lively discussion. (Interactive Session – 30 to 50 minutes, including Q&A – for a women-only audience)

*Testimonials: “I can put this advice to use right away” “Very helpful for the classroom too”*



## **Speak Like a Native... in Business: Melding Words and Numbers to Say What You Mean**

Good decisions in business are based on quantifiable information, but being able to explain what the numbers mean is as important as getting the numbers right in the first place. Business leaders must demonstrate strong financial skills and be able to articulate their interpretation of the data. In this humorous talk, using anecdotes and examples, Jennifer Crittenden (BA in Linguistics, MBA in Finance) will demonstrate the differences between good clear communication and typical meaningless nonsense that we hear too often in the business world. Attendees will find their writing and speaking skills are immediately improved following this presentation. (Humorous, educational talk – 40 minutes, not including Q&A – for a mixed audience)

*Testimonials: “Sincere and thoughtful” “I got a lot out of this talk” “Funny!”*

## **Thriving in the Belly of the Beast: Success Strategies for a Male-Dominated Environment**

Working in corporate America usually means working with a lot of guys. This can present special social and professional challenges, particularly when you are a distinct minority. In this interactive session, you will learn how to build relationships with men one-on-one, at networking events, and after hours, how to speak up in meetings and be heard, how to handle interruptions and negative reactions, and how to avoid common pitfalls that can derail an ambitious executive woman. (Interactive session – 45 minutes, including Q&A — for a women-only audience)

*Testimonials: “Thought-provoking” “This gives me a new perspective” “Irrepressible speaker!”*

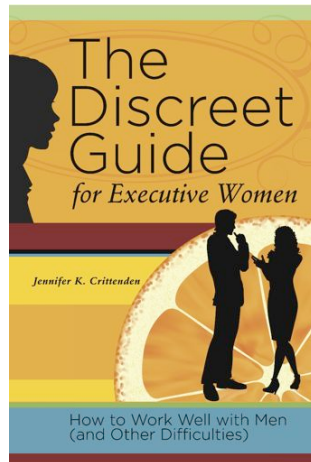
## **Speaking Experience in 2012:**

Jennifer keynoted for the Indiana University Women MBA annual dinner and for Accounting Day. She has given talks at AWIS, San Diego Women in Finance, Rady Ladies, the Indiana University Linguistics department, other private professional women’s groups and in selected academic settings. She was a roundtable speaker at the Women in Business Symposium and has conducted webinars and informational interviews on issues related to her book. Talks planned for the Fall of 2012 include MBA Women International Annual Conference and a keynote address for the Entrepreneur Conference at CSU San Marcos.



## Fees:

Student groups in southern California.....	No charge with book sales table
Professional Women’s groups in southern California.....	No charge with book sales table
Other Professional Women’s groups and conferences.....	Expenses only
Other groups and conferences.....	Usually \$1,000 plus expenses



## About the Book:

NATIONAL INDIE EXCELLENCE AWARD WINNER – 2012 Winner in the Business-Motivational category – AMAZON BESTSELLER in Women and Business

Inspired to extend a helping hand to ambitious women working in corporate America, a veteran executive offers honest, practical, slightly irreverent advice about navigating companies that are run and populated predominately by men: how to interpret their sometimes surprising behavior, avoid common mistakes, flourish with the good guys, deal with the bad guys, and nurture a wonderful, satisfying career in a non-traditional role.

*The Discreet Guide* is available in paperback, Kindle, Nook, audio, and ePub versions. It is available on-line at Amazon, Barnes and Noble, iTunes, audible.com or through any bookstore or library. Volume discounts are available.