



***NIRI LA Invites You to***  
**“Influencing the C-Suite”**  
**Friday, September 22, 2017**

The NIRI Los Angeles Chapter cordially invites you to attend a conversation and luncheon with Connie Dieken, trusted advisor to C-suite executives and president of Influence 360°, a global research, consulting, and senior executive coaching company. (She was recently inducted into the Speakers Hall of Fame, so we think you’ll enjoy her speaking style, too!)

As investor relations professionals, we have the opportunity to influence the strategic direction of our company. In order to be viewed as respected advisors, we must influence with integrity and gravitas, particularly when delivering potentially unpopular recommendations.

During this program, Connie will pinpoint how and why we gain and lose influence, and she’ll challenge the status quo of what influence means and what separates it from the other ways that we try to make things happen.

Please join us at Hotel Angeleno for this informative event and an opportunity to network with your IR peers.

- When** Friday, September 22, 2017  
11:30 a.m. – 11:55 a.m. – Registration  
12:00 p.m. – 1:30 p.m. – Lunch and Discussion
- Where** Hotel Angeleno  
Rodeo Room  
170 N Church Lane, Los Angeles, CA 90049  
(310) 476-6411  
[Directions](#)
- Parking** Complimentary valet parking is available at Hotel Angeleno
- Attire** Business Casual
- Fees** NIRI LA – now included in your membership fee  
Other NIRI Members/NACD/Society of Corp Secretaries – \$55  
Guests – \$65
- Registration** Pre-registration is required. No walk-ins will be allowed.

## Meet our guest speaker, Connie Dieken

Connie Dieken is the founder of Influence 360°—an executive coaching and consulting firm that advises CEOs and other senior leaders in the spotlight. Connie helps these leaders deliver influential messages in high-pressure situations.

Her clients are leaders in some of the world's best-known organizations including Apple, HP, Nestlé, and The Cleveland Clinic.

Connie developed her unique skills during her twenty years as a TV journalist for ABC and NBC. She received five Emmy Awards®, two Telly Awards®, and was inducted into the Radio/Television Broadcasters Hall of Fame.®

While anchoring news programs, Connie would interview people of power, including President Bill Clinton and Jack Welch. As a result, she became fascinated with how leaders influence and gain commitment. This fascination prompted her to leave broadcasting and launch her own company in 2000.

Although Connie already had years of qualitative data on how people influence, she also wanted data that was quantitative. When she launched her firm, she began an ongoing research study with over 20,000 respondents that became the statistically valid assessment tool, *Influence 360°*. *Influence 360°* measures an individual's personal influence patterns, and guides them on how to become leaders capable of influencing in any situation, regardless of the conditions.

Using the influence research as a foundation, she created training programs that are taught worldwide in corporate universities including *The Influence Lab*® and *Present to Win*®.

In 2006, The National Association of Women Business Owners named Connie one of the Top 10 Female Business Owners of Northeast Ohio. In 2007, the Leadership Ohio Think Tank honored her with its Small Business Award of Excellence. In 2017, Global Gurus named Connie a Top 10 Global Guru of Executive Coaching and the National Speakers Association inducted her into the Speakers Hall of Fame.®

Connie has been interviewed about her work for numerous media outlets, including *CEO.com*, *CNBC*, *Crain's Business*, *Investor's Business Daily*, the *Chicago Tribune*, the *Los Angeles Times*, *The Wall Street Journal*, and *USA Today*.

Connie is a top-selling author. Both her books, *Talk Less, Say More* and *Become the Real Deal*, hit #1 on the Amazon bestseller list. The audio version of *Talk Less, Say More*, narrated by Connie, reached #1 on Audible's bestseller list.

Connie is also a renowned keynote speaker. She's delivered speeches on four continents to audiences in the thousands. She talks about how to develop leadership presence and lasting influence. Her speaking clients include Berkshire Hathaway, Citibank, Dow Corning, Dr. Pepper, eBay, Ingram, Johnson & Johnson, McDonald's, Old Dominion, The Home Depot, and Unicentro.

Along with her keynote speeches for corporations, Connie is a guest lecturer for executive education and MBA programs in business schools such as Case Western University, Clemson University, Indiana University, and The Ohio State University.

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