



# Reimagine the Future of Work

## Paranet Leadership Day

November 9, 2022 | Westmoor Country Club | 7:30am - 4:30pm

### Welcome!

**Kelly Rudy, President**, will kick off the day with some of the surprising highlights from our recent back to work survey. This will lay the basis for our day.

### Create Your Future Team

**Lisa Franklin, Group Director & Business Coach**, will lead us through brainstorm sessions and exercises designed to help you “reimagine” the future of your work. You will walk away with a new future focus for your teams. **Design your team purpose, mission statement and tolerables/rules.**

### Plan Your Flexible Workplace

Next we will work through the question of flexibility. . . what does that mean to you and your organization. Break through barriers of how to be more flexible and attract the next great group of leaders and employees.

### Build a Positive Culture

Once we have worked through these important challenges, we will work on culture change. Everyone’s culture is already changing...it is a fluid and highly vulnerable asset. **How do people describe your culture today?**

### Brand Your Positive Workplace

Finally, **Katrina Cravy** will lead us to understanding how to use your positive culture as a branding tool and how to get the message out through various channels including your employee ambassadors. Let’s use your positive culture to retain and attract new people. **You will leave with new ideas on how to get the message out to the market place and perhaps even more importantly to your own people.**

### Bring Your Team!

As usual, we will have surprises and giveaways. From registration to Happy Hour, **this day is packed with incredible value!**

**Breakfast, Lunch, Snacks and Happy Hour included.**

#### MEMBER DAY FACILITATORS



**Kelly Rudy**  
President  
The Paranet Group



**Lisa Franklin**  
Group Director  
The Paranet Group

#### KEYNOTE KATRINA CRAVY

*Brand Your Company to Highlight Your Culture’s Competitive Advantage!*



**Katrina Cravy** is a Milwaukee-based Emmy award-winning journalist and the co-founder of [CharismaQ](#).

Now, Katrina works with top level CEO’s to improve their executive presence, presentations, and media interviews.

#### REGISTER NOW

##### Member Day Rates:

Paranet Advisory Group Members and Paranet Member Company Presidents and Owners: **FREE**

Paranet Member Company Guests: **\$99**

Non-Member Company Guests: **\$279**

