6TH ANNUAL INVENT YOUR FUTURE CONFERENCE

The Game is Changing: Are You Ready to Take Control of Your Future?

March 22, 2012
Santa Clara Convention Center
Santa Clara, California

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Welcome

Welcome to the 6th Annual Invent Your Future Conference.

This year’s theme, The Game is Changing: Are You Ready to Take Control of Your Future, evolved from our market research and conversations with our corporate partners. Why is this topic important? According to our luncheon keynote speaker, Reid Hoffman, Founder of LinkedIn, the career escalator is jammed at all levels and we have witnessed the death of the traditional career path. Our job at Invent Your Future is to identify trends and help you map your careers to them.

We believe there are three major trends that are impacting career development today:

- The established order of power is changing and shifting to individuals
- Different approaches are now needed to succeed
- Women are well positioned for the new order of things

Today you will have the opportunity to learn how to position yourself for success in the emerging world of business and to meet and build your personal network with nationally known thought leaders and authors.

A very special thank you goes to our supportive community who have made today possible. To our corporate and community partners and the supporters of our young women’s program, to our talented speakers who have generously shared their time and expertise, and to our team, Laura Deck, Paula Herman, Joanna Rustin and Susann Thon, we owe a special thanks for their hard work and continuing support.

Enjoy the conference; learn, connect and gain support from our powerful community of women. Above all, I hope you will leave the conference energized and more confident about the future and your ability to take control of whatever it may bring. While you may not be able to predict the future, we believe you can invent it!

Have a wonderful day!

All the best,

Ruth Stergiou
CEO & Co-Founder
Invent Your Future Enterprises

Conference Highlights

TABLETOP EXHIBITS

Browse through displays of products and services showcased by corporations, small businesses, and non-profit organizations. Hours: 8:00 am - 5:30 pm.

CONFERENCE BOOKSTORE

Don’t miss out on the collection of outstanding books at the on-site bookstore, BookShop West Portal. A number of authors have generously agreed to sign their books. Book signings by the speakers will be at the conference bookstore in the exhibit area, generally after each presentation. The detailed schedule is posted at the bookstore.

SHARE THE WISDOM ROUNDTABLES

Everyone is invited to join hosted roundtable discussions from 3:30 - 4:45 pm with corporate, entrepreneurial and technical executives and subject matter experts. Get advice and tips in a small-group setting.

PROGRAM FOR YOUNG WOMEN

The “conference within a conference” is benefiting 30 young women from high schools and community colleges in the Silicon Valley area. Our Young Women’s track features a session that helps them explore career options, exposes them to positive role models, and stresses the importance of pursuing higher education. An overwhelming thank you to the sponsors who made it possible for the young women to attend: College Track, Invent Your Future Foundation and Rambus, and to the mentors who accompanied a young woman today.

SESSION RECORDINGS

Most sessions are being audio-recorded and will be available for purchase on site during the conference and later online via www.inventyourfuture.com.

DOOR PRIZES

Valuable prizes such as airline tickets and gift certificates will be awarded during the closing session. Drop your business card in the baskets at the Invent Your Future table to become eligible. You must be present to win. Good luck!
Convention Floor Plan

Navigating the Conference
- Lunch & Roundtables (Grand Ballroom)
- Opening & Closing Sessions (Theater)
- Young Women’s Program (201)
- Breakouts (Great America 1-3)
**Conference Schedule**

8:00 - 8:30 am **REGISTRATION/ NETWORKING**
Theatre Foyer, 2nd floor

8:00 am - 5:30 pm **TABLETOP EXHIBITS AND BOOKSTORE OPEN ALL DAY**
Theatre Foyer, 2nd floor

8:45 - 10:15 am **MORNING KEYNOTE SESSION**
Theater

Sam Horn, The Intrigue Expert; Author, *POP! and Tongue Fu!*
Gina Rudan, Founder/President, Genuine Insights, Inc.; Author, *Practical Genius*

BE A GAME CHANGER – Host: Sydnie Kohara, Media Strategist and former CBS and CNBC Anchor, in conversation with a panel of leaders:
- Gina Rudan
- Nandini Ramani, VP of Engineering, Java Client and Mobile Platforms, Oracle
- Jeannie Reeth, Senior Director, Social, eBay

10:30 - 11:45 am **BREAKOUT SESSIONS – I**

1. **THE WILLPOWER INSTINCT: HOW SELF-CONTROL WORKS, WHY IT MATTERS, AND WHAT YOU CAN DO TO GET MORE OF IT** – Kelly McGonigal, Ph.D., Professor, Stanford University; Author, *The Willpower Instinct*

2. **SPEAKING TO THE BIG DOGS: HOW TO GET HEARD AND WIN BUY-IN ANYTIME, ANYWHERE** – Sam Horn, The Intrigue Expert; Author, *POP! and Tongue Fu!*


4. **CAREERS OF THE FUTURE FOR YOUNG WOMEN** – Panel of women mentors from LinkedIn and Robert Half International

12:00 - 1:30 pm **LUNCHEON KEYNOTE SESSION**

Host: Sydnie Kohara, Media Strategist, in conversation with Reid Hoffman, Founder and Executive Chairman, LinkedIn; Author, *The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career*

1:30 - 2:00 pm **BREAK**

2:00 - 3:15 pm **BREAKOUT SESSIONS – II**

1. **I USED TO HAVE A HANDLE ON LIFE BUT IT BROKE: INNOVATIVE STRATEGIES FOR CONNECTING WITH WHAT IS REALLY IMPORTANT** – Mary LoVerde, Life Balance Expert; Author, *I Used to Have a Handle on Life But It Broke*

2. **PRACTICAL GENIUS: THE REAL SMARTS YOU NEED TO GET YOUR TALENTS AND PASSIONS WORKING FOR YOU** – Gina Rudan, Founder/President, Genuine Insights, Inc.; Author, *Practical Genius*

3. **LINKEDIN: IDENTITY, INSIGHTS...EVERY DAY** – Women at LinkedIn (WALI)

4. **YOUNG WOMEN’S PROGRAM** – choose one of the afternoon breakout sessions

3:30 - 4:45 pm **SHARE THE WISDOM ROUNDTABLES**

Host: Sam Horn
See the list on pages 6 - 7

4:45 - 5:30 pm **NETWORKING RECEPTION**
Theater Foyer

5:30 - 6:30 pm **CLOSING SESSION**
Theater

Martha Beck, Ph.D., Author, *Finding Your Way in a Wild New World*
Host: Janice Edwards, Producer and Media Consultant; President/CEO, Edwards Unlimited
1  THE WILLPOWER INSTINCT: HOW SELF-CONTROL WORKS, WHY IT MATTERS, AND WHAT YOU CAN DO TO GET MORE OF IT
   Presenter: Kelly McGonigal, Ph.D., Professor, Stanford University

Why do we give in to temptation? How can we find the strength to resist? In this session you will learn the newest insights from psychology, economics, neuroscience, and medicine to explain what exactly willpower is, how it works, and why it matters. It's no surprise that our ability to control our attention, emotions, appetites and behavior greatly influences our health, financial security, relationships and professional success. You will gain prescriptive advice for developing stronger willpower so you can achieve your goals.

2  SPEAKING TO THE BIG DOGS: HOW TO GET HEARD AND WIN BUY IN ANYTIME, ANYWHERE
   Presenter: Sam Horn, The Intrigue Expert

Have you ever had someone:
- Interrupt or talk over you at a meeting?
- Take credit for your idea?
- Say no to your request or recommendation – even when you knew it would add value?
- Say, “Talk louder,” “I can’t hear you,” or “I don’t understand?”
- Send e-mail during one of your reports, presentations, orientations, webinars or trainings?
- Choose to go with a competitor – even though you were the best choice for the job?
- Back you down or shut you down because they were so aggressive, loud or relentless?

If so, you’ll love this interactive session in which you’ll learn real-life ways to communicate more positively, proactively and powerfully so you get the respect and results you want, need and deserve. You’ll quickly understand why Sam’s innovative Tongue Fu!, POP! and Eyebrow Test communication techniques have helped her clients close multi-million dollar deals, win awards, and scale their influence, impact and income. You’ll leave understanding how to stand your ground and speak up in ways that command attention and win buy-in – whether that’s in the halls, on an elevator, in your boss’s office, during board, staff, client or team meetings, at business luncheons and networking events, during performance evaluations and interviews, and while pitching and presenting at conferences, trade shows and career fairs.

3  BUILDING VALUE-BASED RELATIONSHIPS: NANO MENTORING, SPONSORSHIP AND CHAMPIONS
   Presenter: Denise Brosseau, CEO, The Well-Connected Leader

Are you tired of going it alone? Do you have allies who will advocate for you and for what you want to accomplish? Are you getting the recognition you deserve? Whether you’re interested in advancing to a new position or just getting more notice (and appreciation) in your present role, Denise will share techniques learned from her 12-year career in the technology industry and many years of advising entrepreneurs and senior executives at Cisco, Apple and Genentech on what it takes to get ahead. You can’t go it alone, so come learn how to create your own developmental network – including nano-mentors, sponsors, champions and coaches – and how to initiate, build and get the most value from these relationships.

4  CAREERS OF THE FUTURE FOR YOUNG WOMEN
   Presenters: Panel of women mentors from LinkedIn and Robert Half International

Come meet a panel of inspiring young professional women representing a variety of careers and industries. Hear how they got the jobs they have today, the education they needed, the choices they made, and the lessons they learned along the way. A staffing expert will share up-to-the-minute HR trends affecting the current labor market, and the panel’s collective wisdom will help you evaluate education and work options and give you a head start on your career path.
Breakout Sessions 2:00 - 3:15 pm

1  I USED TO HAVE A HANDLE ON LIFE BUT IT BROKE: INNOVATIVE STRATEGIES FOR CONNECTING WITH WHAT IS REALLY IMPORTANT
   Presenter: Mary LoVerde, Author, Life Balance Expert

   Working 24/7 and STILL can’t get it all done? Then don’t! Most women think that the only way to manage the mounting chaos in their lives is to take control and organize, organize, organize. No wonder we have overwhelming to-do lists that leave us feeling exhausted and powerless! But, Mary has a better idea to help you invent a future that feels good.
   Showing us that the opposite of control is not chaos but contentment, Mary demonstrates how to counter the natural urge to assume responsibility for everything. In place of frustrating and futile controlling strategies, she gives us straightforward techniques for maintaining our energy and keeping our balance no matter what life throws our way.
   Recognizing that we often confuse control with power, Mary delineates innovative solutions that will help women change from striving for control to thriving with true power.

2  PRACTICAL GENIUS: THE REAL SMARTS YOU NEED TO GET YOUR TALENTS AND PASSIONS WORKING FOR YOU
   Presenter: Gina Rudan, Author, Practical Genius

   Change the game for you, your business, and every aspect of your life. Most people consider genius to be a gift, a lightning bolt from the gods that strikes folks like Einstein or Mozart but not the rest of us. Not true! PRACTICAL GENIUS argues that every one of us has a capacity for genius – a unique, instinctive, everyday genius that is waiting to be unleashed on our own lives.
   In this high-energy, interactive seminar, Gina takes participants on a transformative journey that is both inspirational and practical, showing them how to use their personal power to open doors, attract opportunity and succeed beyond their wildest dreams.

3  LINKEDIN: IDENTITY, INSIGHTS...EVERY DAY
   Presenters: Women at LinkedIn (WALI)

   LinkedIn can be a powerful career management tool; however, it won’t help you if you treat it like a job board. Join this session with some of the Women at LinkedIn (WALI) and learn more about how you can leverage LinkedIn and be better at what you do, every day.
Share the Wisdom Roundtables

We hope you enjoy the practical and interactive “Share the Wisdom” Roundtables from 3:30 – 4:45 pm in Grand Ballroom G. Sam Horn will provide some instructions and then participants will select two forums to attend, each lasting 30 minutes. This is your chance to get valuable advice and tips from a variety of experts who will share their wisdom with you.

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<td>Linda Popky</td>
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Share the Wisdom Roundtables (continued)

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<td>Nourish Life and Business Coaching</td>
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<td>World Beyond Tours</td>
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Hosts

**Janice Edwards** is an author, talk show host, television producer, and media/public relations consultant. She is the host and executive producer of “Bay Area Vista,” President/CEO of Edwards Unlimited, and the host and producer of “Signature Silicon Valley.” Previously Janice served as Community Relations Director and Executive Producer and host of “Bay Area Vista” at NBC Bay Area, where she launched the award-winning public affairs show. www.edwardsunlimited.com

**Sydnie Kohara** is a media strategist and award-winning journalist with more than two decades of broadcast journalism experience, most recently as news anchor at CBS-5/KPIX TV. The founding host of CNBC Asia’s first show about the Internet, “dot.com,” she later anchored CNBC’s “CNET News.com” that explored the tech revolution. She was part of the KGO-TV newsroom that won the prestigious George Foster Peabody Award and the Edward R. Murrow Award for coverage of the 1989 earthquake. www.sydniekohara.com

**Ruth Stergiou** is CEO and Co-Founder of Invent Your Future Enterprises. Over the last twenty years, she and her team have created and led thriving programs for women, including designing and building the highly-acclaimed California Governor’s Conference for Women, working with four administrations, and building the conference to more than 10,500 participants. Ruth has been recognized with the 2011 WomenGoGlobal Social Mission Award; the 2010 NAWBO Silicon Valley Enterprising Woman of the Year Award and was included in the 2010 Silicon Valley/San Jose Business Journal Top 100 Women of Influence.
Martha Beck, Ph.D. is a writer and life coach who specializes in helping people design satisfying and meaningful life experiences. A former research associate at Harvard Business School, she taught sociology, social psychology, organizational behavior, and business management at Harvard. She trains other coaches and writes a monthly column for O, The Oprah Magazine. Author of the bestseller, *Finding Your Own North Star*, her newest book, *Finding Your Way in a Wild New World*, was published in December, 2011.

www.marthabeck.com

Reid Hoffman is a world-renowned entrepreneur and investor. He is co-founder and executive chairman of LinkedIn, the biggest professional network in the world with 150+ million members. Previously he was executive vice president and on the founding board of directors of PayPal. He is also a partner at Greylock, a leading Silicon Valley venture capital firm. He is an early investor in over 100 technology companies, including Facebook and Zynga. His new book, *The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career*, was published in February, 2012.

www.linkedin.com

Nandini Ramani is Vice President of Engineering, Java Client and Mobile Platforms, at Oracle Corporation. Her current focus includes managing JavaFX, JavaME and Java Card across the spectrum of browsers, desktops, and mobile and embedded systems. Previously, Nandini was in the Software CTO Office leading the emerging technologies group for incubation projects. She has a background in both hardware and software from working on the hardware architecture and simulation team in the Accelerated Graphics group.

www.oracle.com

Jeannie Reeth has been at eBay for 11 years and is currently leading eBay’s Social Business Unit. Prior to that she led eBay’s Consumer Marketing and Marketing Strategy for North America where she consolidated marketing operations for Europe and Asia from over 20 country teams to a single centralized operations team, generating over $15 million in incremental revenue annually plus 5x productivity of local markets. She also managed the Home & Garden and Antiques & Collectibles divisions, growing the Home & Garden business from $580M to $1.2B annually over a 3 year period. She received her B.A. from Harvard University and began her career at Bain & Company.

www.ebay.com

Gina Rudan is the founder and president of Genuine Insights, Inc., a contemporary professional development and training practice. Before launching her own firm, she worked at Fortune 500 companies including Avon Products and PR Newswire. The founder of TEDxMI, she is the author of *Practical Genius: The Real Smarts You Need to Get Your Talents and Passions Working for You.*

www.practicalgenius.com
Denise Brosseau is the CEO of Well-Connected Leader, an executive talent agency that advises women leaders who are ready to increase their access and promotability to the C-suite. A sought-after speaker in the areas of leadership, thought leadership and entrepreneurship, Denise has presented her dynamic and engaging programs for conferences and Fortune 500 clients like Intel, Abbott Labs and KPMG. Denise was the co-founder of Invent Your Future Enterprises, the Forum for Women Entrepreneurs (now Watermark), and the Springboard Venture Forums which have led to over $5B in funding for women-led businesses. www.wellconnectedleader.com

Sam Horn, America’s Intrigue Expert, is the author of POP!, Tongue Fu! and What’s Holding You Back? She has been interviewed on NPR, MSNBC and featured in the New York Times, Washington Post, and Investor’s Business Daily. She receives rave reviews for her inspiring presentations from clients including Intel and NASA. Why? Sam understands people don’t want information; they want epiphanies. Her innovative, eye-opening insights and programs help people move their personal and professional lives forward – for good. www.samhorn.com

Mary LoVerde believes life is a balancing act. She presents a wealth of uplifting insights and innovative ideas for taking small steps in the right direction for a less stressful, more satisfying life. Mary is the author of three best-selling books: Stop Screaming at the Microwave, Touching Tomorrow, and I Used to Have a Handle on Life But It Broke. She has been a guest on the Oprah Winfrey show four times. She was inducted into the National Speakers Hall of Fame in 2010. Her new book, The Invitation, will be in bookstores in May. www.maryloverde.com

Kelly McGonigal, PhD, is an award-winning psychology instructor at Stanford University, as well as a health educator for the School of Medicine’s Health Improvement Program. Her psychology courses for professionals and the general public—including The Science of Willpower and Living Well with Stress—are among the most popular in the history of Stanford's Continuing Studies program. She is the author of The Willpower Instinct: How Self Control Works, Why it Matters, and What You Can Do to Get More of It as well as Psychology Today’s “Science of Willpower” blog. www.kellymcgonigal.com

Mark Your Calendars – Upcoming Events:
Visit www.inventyourfuture.com

Next webinar: May 8, 2012
PUSHBACK: HOW SMART WOMEN ASK – AND STAND UP – FOR WHAT THEY WANT
Selena Rezvani, Co-Owner; Women's Roadmap; Author, Pushback

Next conference: June 19, 2012
MIDWEST INVENT YOUR FUTURE CONFERENCE
Indianapolis, IN

Speakers: Presidential advisor, Betsy Myers, author; Take the Lead; Charlotte Beers, former Chairman, Ogilvy & Mather Worldwide, author; I’d Rather Be In Charge and highly regarded as a CEO, Chairwoman, Undersecretary of State and Teacher.

• Selena Rezvani, co-president of Women’s Roadmap and author, PUSHBACK: How Smart Women Ask—and Stand Up—for What They Want and The Next Generation of Women Leaders: What You Need to Lead but Won’t Learn in Business School
• Gina Amaro Rudan, author, Practical Genius – The Real Smarts You Need to Get Your Talents and Passions Working For You
• Laura Vanderkam, author, All the Money in the World – What the Happiest People in the World Know about Getting and Spending and 168 Hours — You Have More Time Than You Think
• Staci Lyons, Vice President, Global Business Development, Oracle Cloud Services
American Airlines is proud to be a part of the 2012 Invent Your Future Conference.

CONSIDER THIS A SALUTE FROM 30,000 FEET.

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Community Partners

National Association of Women Business Owners (NAWBO) – California
(888) NAWBOCA or (714) 832-5012 | state@nawbo-ca.org | www.nawbo-ca.org

The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social and political spheres of power worldwide by:

• Strengthening the wealth-creating capacity of our members and promoting economic development in the entrepreneurial community
• Creating innovative and effective change in the business culture
• Building strategic alliances, coalitions and affiliations
• Transforming public policy and influencing opinion makers

NAWBO- Silicon Valley Chapter
info@nawbo-sv.org | www.nawbo-sv.org

National Center for Women and Information Technology (NCWIT)
info@ncwit.org | www.ncwit.org

NCWIT is a coalition of over 200 prominent corporations, academic institutions, government agencies, and non-profits working to increase women's participation in information technology (IT). NCWIT was created to identify the reasons why there aren't more women in IT; identify what research and interventions can best attract and retain women to IT; leverage existing, effective efforts; and build a united, national platform for progress.

EFactor
www.efactor.com

EFactor, the world's largest entrepreneurial community, provides resources that every small business owner needs: funding, knowledge, gain revenue and save cost. At EFactor, entrepreneurs exchange ideas with experts, receive exclusive discounts on business tools, interact with potential partners or clients, and discover funding for their startups. With close to a million users in 168 countries, EFactor offers a unique mix of online and offline Events in the US and internationally. Members join EFactor to make relevant connections, taking their businesses to the highest level.

Santa Clara University Women in Business
www.scu.edu/business/inc/wib

Women in Business (WIB) is a student-run network that strives to enhance the Leavey School of Business experience for all women in the MBA program. We coordinate efforts in professional development, community service, inter-network activities, reaching out to alumni, and networking. WIB hosts an event each quarter and a conference every April that brings together current students, alumni, and extraordinary businesswomen from various industries to promote and celebrate women in business.

Advisory Council

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Deborah Collins Stephens
Co-Founder and Managing Partner
Center for Innovative Leadership

Carla Cobb Davis
CEO
BizBox Technology, LLC
Acknowledgements & Notes

The 6th Annual Invent Your Future Conference is designed and produced by Invent Your Future Enterprises.

Ruth Stergiou
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Thanks to all the volunteers!

Notes:

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Great ideas:

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People I want to connect with:

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Resources, books, websites & blogs:

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