



Genuine Ideas. Uncommon Sense.™

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A representative sample of keynote presentation topics include:

Professional Advancement

Can you be more than you are? Can you?

It's not whether you can deal with change that matters it's whether you can embrace the opportunity that exists but must be discovered. It's whether you think differently and recognize how to take advantage as the world evolves that matters. It's whether you are ready to impact your career, your organization and community. It's knowing that the adaptable, creative, and collaborative will win and advance.

The Art and Science of Sales: Trends in loyalty, leadership and buyer behavior.

Now is the time for sales professionals to embrace the changing nature of business and to assume greater responsibility for leading the change within their organizations. The reality of a slow growth economy combined with accelerating technological advances is recasting the sales model. The need to transform the concept of loyalty, to shift engagement with buyers and to fashion a different sense of collaboration are among the greatest challenges at all levels of the industry.

Building your Team

Becoming a more effective team: Communication, Cohesion, Consistency.

It is a work world that constantly demands more and expects transparency and speed without asking. It is a work world defined by new competitors and rising complexity which requires great communication between teams and individuals. It is a work world that often assumes all are on board when some are still assessing what has changed. How can barriers blocking success be removed? How can you avoid relying on assumptions and tradition to address challenges? In a direct and entertaining fashion, Lalia will force you to think differently by blending stories and humor to deliver ideas that are inspiring and practical.

Consumer Trends

Struggle, struggle, toil & trouble: Understanding other Generations in the workplace!

Five generations are active in the workplace creating and each generation wants a culture that responds to their desires and expectations. The need to go beyond traditional policies and procedures is one of the greatest challenges facing business. Whether Matures (age 75+), Boomers (age 56-74), Gen Xers (age 40 - 55), Millennials (age 24-39) or Gen Z (18-23) strategy must be grounded in a solid understanding of generational differences and strengths. How you address the generational issues, what programs you create and the approach you take are a few of the questions that will be addressed in an engaging, thoughtful and entertaining session.

Change

Building Success in an Era of Continuous Change.

Just when it seems as if the current situation has normalized, something shifts creating yet more uncertainty. The challenge of building or maintaining success in a world upended by a global health crisis is compounded by rising expectations that we will return to "normal". But what worked pre-



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covid is likely so out of place creating a roller coaster effect for leadership and employees that is best described as disruptive. Going forward, success will be the result of connecting challenge to opportunity with those who act succeeding and those who wonder failing!

Thinking about change and success.

Many leaders view change as an on-off switch, that somehow can be triggered when the business is in the midst of a challenge. That turning on awareness of a changing situation means executives and employees can just commit to thinking and being different. Oh, how I wish change were that easy! Yet companies large and small, corporate to family-owned buy into this very concept – that deciding to change is the crucial aspect to making change, which as far from reality as one can get.

Disrupting Change.

Searching for a new normal? It's here in the form of continuous disruption. Covid has turned so much upside down, altering the business landscape. As leaders this means accepting that control is an old-fashioned approach, that a linear process does not fit a 3-D world, and that value will be determined by insight and flexibility.

Please connect with Lalia (laliarach@rachenterprises.com) for more information.

Dr. Lalia Rach is the founder and partner of Rach Enterprises, a consulting firm that provides strategic guidance to businesses and public sector agencies in the areas leadership development, strategic planning and change management. She is a trusted advisor to senior level executives at many leading organizations due to her straightforward approach to business concerns and creative, results-driven solutions. In business for more than 30 years, Lalia blends professionalism, intelligence, and enthusiasm to stimulate new thinking on leadership, risk-taking, strategy, and innovation for clients who are seeking to escape the status quo.