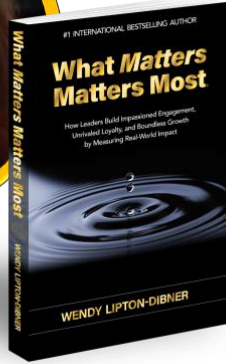


# Meet the **IMPACT EXPERT**



**Wendy Lipton-Dibner, MA** is considered the leading authority on organizational development through strategic and operational impact. A multiple-time bestselling author, social scientist, executive strategist, and serial entrepreneur, Wendy is known for her unparalleled ability to help leaders increase profitability by maximizing and capitalizing on the Real-World Impact they create for all stakeholders.

President and CEO of Professional Impact, Inc., Wendy is the developer of Organizational Impact Strategy, inventor of *Real-World Impact Metrics*, and creator of the *Journey of Impact* System, Technology, and Interface. She has helped thousands of enterprise, healthcare, small business, and non-profit organizations increase team effectiveness and revenue as the direct result of making a measurable difference in people's lives. Forbes® called Wendy's strategies, "The Secret to Success in Business," and Inc.® labeled her formulas, "Your path to profitable impact."

## PROFESSIONAL IMPACT

Reach - Revenue - Results

## TOPICS: **BUSINESS—HEALTHCARE—NON-PROFIT**

### PROVE YOUR REAL-WORLD IMPACT™ TALKING POINTS

1. What is Real-World Impact and why does it matter?
2. What are the **5 Components of Real-World Impact**?
3. Why should leaders Prove their Real-World Impact?
4. How can busy leaders prove their Real-World Impact?
5. What's the difference between DIY & DFY proof?
6. What do you mean by, "Life is a Journey of Impact?"

### IMPASSIONED ENGAGEMENT TALKING POINTS

1. What types of employee engagement strategies don't last?
2. What did your research reveal about employee engagement?
3. Why do employees need to know their Real-World Impact?
4. Does prioritizing impact really generate more revenue?
5. How can leaders use Real-World Impact Metrics?
6. What is a "Five-Minute Impact-Fest"?

### UNRIVALED LOYALTY TALKING POINTS

1. Does proof of Real-World Impact increase product loyalty?
2. How is customer loyalty affected by Real-World Impact?
3. How does Real-World Impact increase employee loyalty?
4. Can Real-World Impact build loyalty in all industries?
5. Do Real-World Impact Metrics build non-profit loyalty?
6. Which Real-World Impact Metrics boost loyalty?

### BOUNDLESS GROWTH TALKING POINTS

1. How does proof of Real-World Impact increase revenue?
2. Why is Real-World Impact crucial in a down economy?
3. How is Real-World Impact stronger than 5-star ratings?
4. What is missing in marketing research and R&D?
5. How do sales professionals use Real-World Impact?
6. What matters most in a volatile economy?

**AVAILABILITY: Virtual Interviews on Mainstream Media and Podcasts—Articles for Print**

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