

The Alan '73 and Terri Spoon

# COMMUNITY CATALYST LEADERSHIP PROGRAM

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**Workshop 1: Networking and Charisma**

## **Charisma, Influence and Persuasion: Mastering the Art of First Impressions**

**With Olivia Fox Cabane, Executive Director, Spitfire Communications**

**Wednesday, December 12, 2007, 6:30-8:30pm**

**Presentation 6:30-7:45, W20 - Mezzanine Lounge**

**Dinner and Discussion 7:45-8:30, W20 - Twenty Chimneys**

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**Charisma has been studied, analyzed, and broken down into a science - the science of first impressions, the art of conversation, the power of body language.**

**You only get one chance to make a great first impression. Within a few seconds, with just a glance, people have made judgments about your socio-economic level, your level of education, and even your level of success. Within minutes, they've also assessed your intelligence, trustworthiness, competence, friendliness, and level of confidence. Although these evaluations happen in an instant, they can last for years - first impressions are often indelible. How can you turn this to your advantage? Get the insider secrets from Olivia Fox Cabane.**

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### **Why Olivia?**

Olivia's passion for communication has brought her to lecture at Harvard, Yale, MIT and the United Nations; and to frequently appear in media such as BusinessWeek, Crain's New York, Bloomberg or Sirius Satellite Radio. Known as the "Charisma Coach", Olivia is also the author of The Pocket Guide to Becoming a Superstar In Your Field.

Before founding Spitfire Communications, Olivia worked for Forbes, for a Fortune 500 company, and for the Circle of American Nations. Her education includes three Master's degrees in French, German and European Business Law respectively. Olivia has both French and American nationalities; she has lived and worked in 7 countries and is fluent in 4 1/4 languages (her Mandarin stinks).

Olivia is an Advisory Board Member of Columbia University's AIESEC Council. Olivia is the youngest person ever to have been appointed Foreign Trade Advisor to the French Government, and was recently elected by Cartier to be a Jury Member for the Cartier Women's Initiative Awards.