



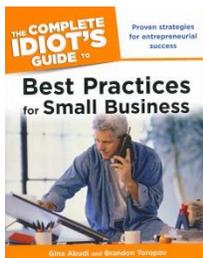
Gina Abudi, MBA

Presentation Topics for Small Businesses

Gina Abudi, MBA, is an engaging presenter and keynote speaker at conferences, conventions, nonprofit, corporate and executive events on a variety of topics. All presentations are practical, case-study driven which enable attendees to apply what they learn immediately back on the job. This is our differentiator! Most all presentations include tools and templates for use by attendees - they walk away engaged and energized and with a plan and the tools necessary to get started immediately applying what they learned. Presentations can be tailored to be delivered in 1 - 3 hour sessions, depending on organizational needs.

Clients for presentations/keynotes have included:

- PMI® chapters (meetings, Professional Development Day)
- PMI® North American Global Congress
- Northeast Human Resource Association (NEHRA) Conference
- Building Business Capability (BBC) Conference
- Human resource associations/recruiting firms
- National Association of Asian American Professionals (NAAAP) Convention
- Various corporate events
- And many others...



Presentations for small to medium sized businesses are based on topics in Gina's book, *The Complete Idiot's Guide to Best Practices for Small Business* (Alpha Books, 2011). These presentations expand upon the information in the book and provide attendees with practical information they can use *immediately* back at their office.

The book can be made available for purchase at your event at a reduced price and Gina will be available to sign the book for attendees.

Attendees will have access to the presentation deck, and templates and/or handouts after the event via download.



Presentations and Keynotes for Small Business

The following brief descriptions of presentations available can be customized to meet the needs of your particular membership. We work collaboratively with you to design an event that engages and energizes your members.

Engaging Your Employees: Essential to Retain Your Top Talent

This presentation will focus on the benefits and value to small businesses when they actively work to keep their employees engaged. Finding the time to engage employees in the business is rarely an easy task, especially when many small businesses have limited resources and time to get it all done. Using a variety of mini case studies, attendees will learn best practices and tips for engaging their employees in a variety of ways, along with the benefits and value of doing so. Through regular engagement activities, it is easier to attract and retain top talent in your business.

Incorporating Project Management Practices into Small Businesses

Utilizing project management best practices enables small businesses to better meet the needs of their clients and, frankly, to get more done in the limited time, resources and budget monies available. This presentation will focus on the benefits and value-add of incorporating project management practices into small businesses. An increasing number of small businesses – both non-profits and for-profits – see the value in utilizing project management processes and procedures – creating a best practice – within their business for a variety of purposes. This presentation will provide a step-by-step process on how to get started in incorporating project management best practices into any small business to increase efficiencies and effectiveness.

Developing Your Team to Ensure Success

This presentation will focus on best practices to kick off and effectively develop business teams, whether for a particular project or longer-term teams, co-located or virtual. Effective team leadership enables for increased efficiencies and effectiveness in meeting business goals. Mini case study examples will be used to learn best practices for kicking off the team, recommendations for developing the team, resolving team issues and team-based problem solving. Attendees will be provided suggested team exercises and checklists to use back on the job.



Best Practices for Implementation of Business Process Initiative Projects

This presentation will provide attendees with best practices for managing business process improvement projects within their business. The focus will be on a case study of a small business that needed to evaluate, improve and implement new processes for engaging with their clients. A step-by-step process will be covered to help those involved in such initiatives to ensure that they are effectively able to manage such projects and engage the appropriate individuals throughout the business, including clients. Attendees will take away worksheets and templates for use back on the job.

Workforce Planning: Finding, Interviewing, Selecting and Developing Employees

Too often smaller businesses do not put enough thought and process behind the employees they hire. Sometimes there is the feeling that small business cannot compete effectively for top talent with larger organizations. Also, there is rarely enough time in the day of a small business owner to get it all done! However, by carefully planning your workforce needs and developing the right processes around recruiting, interviewing, selecting and developing your employees - you'll find you can compete with larger organizations. This presentation will provide best practices, tips and worksheets for effective workforce planning, including how to use behavioral interviewing techniques.

Performing a SWOT Analysis

An analysis of the business' strengths, weaknesses, opportunities and threats (SWOT Analysis) enables you to better position your business to achieve its long term objectives and evaluate your business against your competition to better meet client needs. This presentation will provide a step-by-step process for conducting a SWOT analysis, including engaging employees in the process and how to utilize the results of the SWOT analysis to make changes and perform strategic planning for the business. Attendees will engage in small group activities to become comfortable with performing SWOT analyses. Attendees will have access to templates and worksheets to conduct their own SWOT analysis.



Engaging Your Clients

Engaging your clients goes beyond providing them excellent customer service, though certainly that is a key component! This presentation will focus on best practices for keeping your clients engaged with your business to ensure long term relationships, improved marketing, and ensuring that the products and services offered truly meet the needs of your clients. What better way to compete than through strong client relationships! Attendees will be provided a variety of options for engaging their clients, including the creation and use of Client Councils. Mini case studies will be used to evaluate client engagement processes for effectiveness in meeting goals.

Using Social Media and Blogging to Brand and Grow Your Small Business

Social media has been proven as an effective and efficient way to brand and grow small businesses. Blogging enables you to establish thought leadership and stay engaged with your clients. However, too often small businesses don't take the time to effectively develop their strategic marketing plan to include social media and blogging components - simply because they believe they don't have the time to do social media and don't know how to get started. Social media enables you to engage in conversations with your potential clients. This presentation will provide best practices and tips for effectively using social media to brand and grow your business, including using social media to establish yourself as a thought leader in your area of expertise and to engage potential and current clients of the business.



Select Client Testimonials

"Gina Abudi was well received by our audience and delivered a practical and engaging presentation on 'Developing a Project Management Best Practice'. I found her to be a great communicator, an energetic presenter and her straight-talk is very compelling. Gina's structured presentation will prove to be an asset to any organization seeking useful information, tips and strategies in the area of project management."

– Felicia Minott, Program Manager, Breakfast Roundtable Project Management Institute, NYC

"I have attended Gina Abudi's presentations at conferences and for my clients – she is always knowledgeable about her audience and what information they need out of the discussion. Gina delivers a very practical and engaging presentation based on years of experience and hundreds of clients' engagements."

– Suzanne Powers

"I attended Gina's presentation at the 2-day NEHRA conference. I learned an incredible amount about how to manage my HR projects in that short 1 1/4 hour presentation! I was immediately able to apply what I learned from Gina back on the job on a project I was assigned. Great presentation! I hope to see her at the next conference."

– NEHRA 2010 Conference Attendee

"What a fantastic presentation! The case study really helped me understand how to develop an onboarding program in my own organization."

– HR Event Attendee

"Gina really engaged our employees and got them excited about what's ahead for our organization."

- Corporate Event Attendee

"I enjoyed the presentation and walked away with tips I can use immediately tomorrow back at work. Gina was very engaging and hung around afterwards to answer questions and talk to the audience."

- NAAAP Convention Attendee, 2011



Gina's Bio

Gina Abudi, MBA has over 20 years of consulting experience in helping businesses of all sizes develop and implement strategy around projects, process and people. This includes, to name just a few projects, strategic planning for small businesses, project and process management, PMOs and project management best practices, business impact and ROI, and general management/leadership, including succession planning, strategic learning & development programs, high potential programs and onboarding of new employees and new leaders. Additionally, Gina works closely with a variety of clients to develop and deliver customized workshops/seminars and training programs to meet long term strategic needs. Gina is President of Abudi Consulting Group, LLC (<http://www.AbudiConsulting.com>) and adjunct faculty at Hesser College (NH) teaching in the business administration department.

Gina is a regular presenter at conferences, forums and corporate events on a variety of topics. She has written a number of white papers, case studies, and articles on various management and project and process management topics, which can be found on her blog: <http://www.GinaAbudi.com>. She is co-author of *The Complete Idiot's Guide to Best Practices for Small Business* (Alpha Books, 2011) and contributing author to Gantthead's *Project Pain Reliever* (J. Ross Publishing, 2011). She is currently hard at work on two other books.

Gina serves as President of the PMI® Massachusetts Bay Chapter Board of Directors and has served on the Project Management Institute's Global Corporate Council as Chair of the Leadership Team. Gina has been honored as one of the Power 50 from PMI® - one of the 50 most influential executives in project management, working to move the profession forward. She is Co-Chair of the Northeast Human Resource Association (NEHRA) Program Committee.

Gina received her MBA from Simmons Graduate School of Management. She serves on the Simmons Graduate School of Management Alumnae Association Board as Chair, Continuous Learning. She is an active member of The Boston Club, serving on a number of committees and as an Ambassador for new members.

Contact information

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