

Judith Glaser Uses Neuroscience

fwa.org/spotlight/author-judith-glaser-uses-neuroscience-to-elevate-your-conversations/

FWA Event Generously Hosted at RBC with more than 100 Members and Guests

Effectively and efficiently communicating on every level in the workplace is key to ongoing success, yet advocating for yourself on issues that can drive professional advancement has never been a more hot button issue than it is right now. In order to highlight the importance of engaging in career discussions to overcome roadblocks related to your individual career path, Judith E. Glaser, Organizational Anthropologist and best-selling author of seven books including her most recent “Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Result,” recently took part in a discussion at RBC Capital Markets in which FWA Members and other guests were in attendance.



FWA President Kimberly Weinrick with guest Gunjali Trikha, NYSE Euronext

Organized by the FWA’s Emerging Leaders Committee, with special recognition to the President’s Circle Committee for making the sponsorship possible, Ms. Glaser highlighted how to elevate levels of engagement, collaboration and innovation to positively impact the bottom line through the application of neuroscience to business challenges. Ms. Glaser believes the key to success in life and business is to



Judith Glaser presents to the audience

become a master at “Conversational Intelligence.” She explains that it’s not about how smart one is, but rather how open one is to learn new and powerful conversational rituals that prime the brain for trust, partnership and mutual success. She translates the wealth of new insights coming out of neuroscience from across the globe, and brings the science down to earth so people can understand and apply it in their everyday lives.

Looking at her background, Ms. Glaser was awarded a Research Fellowship from Drexel University, where she earned a master's degree in human behavior and development with additional work at the Bales School of Social Research at Harvard, and also the University of Pennsylvania. She also earned her bachelor's degree in interdisciplinary studies from Temple University. Further, she received a master's certificate in corporate and political communications from Fairfield University.



Members Hongli Gao, FWA Leader Julia Hollander Campbell and Nadia Gil networking

Additionally, Ms. Glaser is the founder and CEO of Benchmark Communications, Inc., and the Chairman of the Creating WE Institute with over twenty-five years of business experience working with CEOs and their teams. In 2004, she was awarded Woman of the Year in New York City and then in 2012 she was listed in the top 10 consultants globally in the



Networking before the presentation

Excellence Top 100 Consultants, Since 2006, Judith has been listed as one of the Top 100 Thought Leaders globally on the subject of leadership. She is often quoted on her revolutionary workplace approaches in the New York Times, The Wall Street Journal, Crain's, Harvard Business Review, The Huffington Post and many other media outlets.

Special thanks to the Emerging Leaders and Presidents Circle Committees in addition to **Elena Gerasimova, Carmela Crawford, Lily Klebanoff Blake, Valerie Simson, Simone Vinocour** and RBC Capital Markets.