# DEBRA A. WOOG

Speaking & Media

## BIO

Connect2 Corporation founder and Principal Crisis Navigation Partner® Debra A. Woog (pronounced “Vogue”) has 30+ years of experience as a leadership researcher, executive, and advisor. Debra accompanies leaders facing complex responsibilities both at work and at home. She researches to inform their high-stakes decisions, mobilizes their networks for added support, and strategizes with them for difficult conversations. Having experienced her own crises and crossroads, Debra realizes the importance of outside perspective when navigating difficult situations, conversations, and decisions.

Debra’s career has included conducting primary research at Harvard Business School for an award-winning book, directing admissions and career development for the MIT dual-degree program Leaders for Global Operations, and advising nine technology start-ups as Director of People Strategy for Cambridge Incubator. *The Boston Globe* profiled Debra for her outstanding abilities to select talented candidates, motivate and develop employees, and resolve conflicts between people as well as between organizations. Her work has also been featured in *Forbes, Inc.*, and *U.S. News* & *World Report*.

Debra earned her B.A. in Psychology and American Studies from Wellesley College and her M.B.A. from MIT Sloan School of Management. Upon graduation, MIT Sloan awarded her the Miriam Sherburne Scholarship as recognition of her leadership abilities and contributions to the community. She trained further as a mediator, an ombudsman, and a Brené Brown Dare to Lead™ professional.

A theater-lover and occasional intuitive painter, Debra delights in spending time with her young-adult children. She is also a voracious reader and a sometimes knitter.

MEDIA AND SPEAKING INQUIRIES:
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# SIGNATURE TALKS

### Unmasking Women in Crisis:
### 3 Keys to Navigating Life's Inevitable Big Challenges

A personal or professional crisis can arrive without warning, quickly turning well-managed lives into a state of confusion and chaos. As a highly competent professional, you may default to handling such challenges on your own. This seemingly strong approach can quickly lead to overwhelm, decision paralysis, and energy depletion, zapping your productivity, effectiveness and joy.

During this signature talk, Crisis Navigation Partner® Debra A. Woog delivers 3 key strategies to help you:

- Make better-informed decisions
- Feel less stress and isolation
- Communicate more effectively
- Save precious time and energy

The right allies and resources are vital to navigating your way to your best possible outcome. While crisis is inevitable, how you deal with it fundamentally shapes the experience.

### What's Your Brilliance?
### A Framework for Fulfilling Work

***Do you know the ways you stand out from others?***
***Is your community aware of what makes you unique?***
***Are they clear about your purpose?***

In this signature talk, experienced Leadership & Career Coach Debra A. Woog shares her proprietary system for identifying each person's distinctiveness and expressing it to others. Beginning with why fulfilling work matters, Debra teaches you to communicate the essence of who you are and how you add value as a professional—in a way that's insightful and compelling—to prospective managers, colleagues, partners, and clients. Debra's step-by-step method propels professionals forward.

# TESTIMONIALS

"Debra brought a unique combination of natural and time-honed talent to her work with me." ~ Family Dispute

"She has an ability to pinpoint the next step in the midst of a whole lot of drama." ~ Divorce and Mental Health Emergencies

"Debra is known for helping to distill the essential components of what's going on in the middle of a chaotic crisis." ~ Leadership Challenge

"I turn to you for clarity, clarification, quick thinking, wisdom and compassion. Your business education, leadership experience and administrative prowess impress the heck out of me." ~ Child's Hospitalization

"Trust Debra to lead you, guide you, shine the light into the places that you need. Trust me when I tell you that Debra is an outstanding guide." ~ Existential Crisis

"A 10-minute conversation with you was the most clarifying experience I've had lately. I was so excited to share your website with my two best friends today." ~ Communications Challenge

# CONTRIBUTIONS

**When You're Navigating a Crisis, Debra Woog is Ready to Help You Through It**
*FiftyPlus Advocate*
Notable Person

**What's Blocking Your Peak Career Performance?**
*Forbes*
Contributing Author

**Technology & Innovation Profile**
*The Boston Globe*
Feature

**HBS Case Studies**
*Harvard Business School Publishing*
Contributing Author

**Organisational Behaviour: Core Concepts and Applications**
*Wiley Higher Education*
Contributing Author

**Online Resources Offer Assistance When Picking an MBA Program**
*Minneapolis/St. Paul Business Journal*
Featured Expert

**How to Choose and Make the Most of an MBA Program**
*Mass High Tech*
Featured Expert

**Affordable, Effective Benefits Reduce Employee Stress and Increase Retention**
*Inc.*
Co-Author

**What's in a Job Description?**
*Inc.*
Co-Author

**Quiz: What Is Your Corporate Culture?**
*Inc.*
Co-Author

**Quiz: Assess Your Company's Productivity Quotient**
*Inc.*
Co-Author

**Weigh the Value of a Summer Business Program**
*U.S. News & World Report*
Featured Expert

**The Importance of Living Fully for Entrepreneurs**
*KillerStartups*
Featured Author

**Now Hiring: Why You Should Keep Job Hunting During the Holidays**
*Examiner.com*
Featured Expert

**Use References to Reveal Insights Into Job Candidates**
*Advisor Today*
Co-Author

**Seven Steps to Better Phone Screening of Job Candidates**
*Georgia Society of CPAs*
Co-Author

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