



her new standard

THE PLAYBOOK FOR WOMEN LEADERS

Meet **Her New Standard**

Her New Standard sets a new norm for women leaders — to help them rise up in today's competitive world and make their mark. We understand organizational systems, cultural dynamics, and women. Our work stimulates change that leads to breaking through barriers so women can create their own new standard.

Our award-winning, research-based leadership development programs help organizations accelerate the leadership potential of their female talent and drive better business results.

What Sets Us Apart

We create leaders.

We **change behaviors**. Our unique method focuses on **structured accountability** that ensures **measurable results**, and extends far beyond traditional leadership development.

Her New Standard elevates the **unique value** every woman brings to the workplace. We care deeply about **unleashing potential** so women can thrive and impact the world in a meaningful way.

HNS Founders



Ellen Keithline-Byrne, PhD

Ellen is an executive coach, social scientist, and leader who develops people to be mindful, courageous, and innovative so they can thrive in their roles. Ellen holds a doctorate in Organizational Development and Change and has over 18 years of experience working both on a global learning and development team and as a consultant servicing Fortune 500 companies like Morgan Stanley, Walmart, Microsoft, smaller firms, and non-profits including Save the Children. Ellen is a contributing author to Harvard Business Review, Forbes, and Mindful.org.



Denise D'Agostino, CEC

Denise, CEC, HR Leader and Executive Coach brings practical approaches and a high level of energy enabling leaders, teams and organizations to perform and deliver. Her 25 years of real-world experience as the Head of HR for both Bayer HealthCare and Ciba Specialty Chemicals offers a powerful advantage for her clients. Equipped with her extensive HR experience and certifications in multiple psychometrics, Denise is well poised to help clients, ranging from Fortune 500 to start-ups reach their fullest potential. She is an adjunct instructor at Cornell University, the ILR School of Human Capital Development.



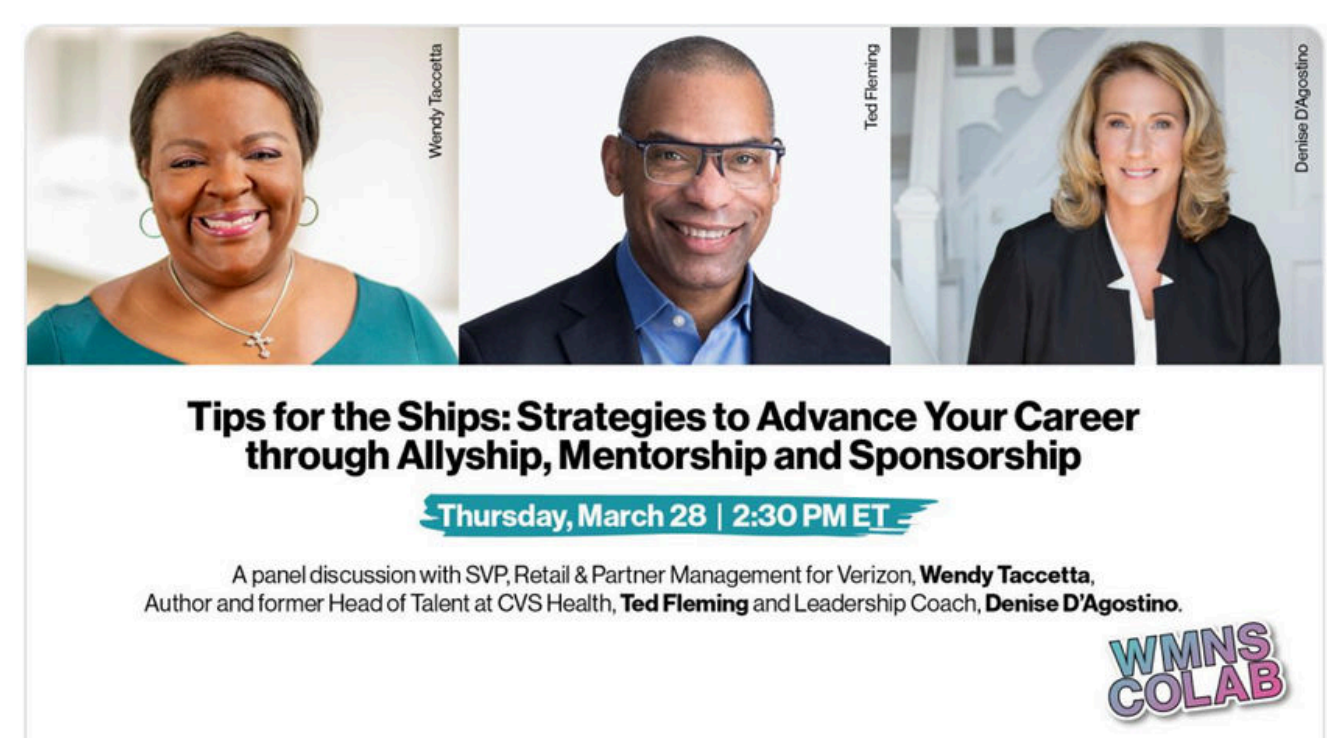
Karen Kirchner, MS, PCC

Karen Kirchner, MS, CPCC is an executive coach who challenges and supports women to amplify their voices and increase their impact. She has a 20-year track record of catapulting clients to greater levels of leadership effectiveness. Her years of HR at Citigroup and Reader's Digest provide a business-savvy perspective, which combines powerfully with her optimism around people's potential for change. Karen's unique blend of intelligence, insight, and creativity has made her a trusted partner to an impressive list of organizations, from Fortune 500 companies like Aetna to technology start-ups like Datto.

Speaking Highlights



TechUp for Women Conference



Women's Builders Council



Societe Generale Inclusion Panel
March 2024



Major League Baseball



New England Women in
Banking Conference



Our Impact

Morgan Stanley



JPMORGAN CHASE & Co.



PHILIPS



ROARK

HNS Signature Keynote Topics

What Moves the Needle in Advancing Women

Explore the dynamic landscape of advancing women in the workplace, with a focus on systemic change and mindset shifts. This keynote leverages our many years of experience in this space and offers actionable insights and strategies to drive tangible progress for women's professional growth.

Release that Inner Critic

In this captivating keynote, we discover the transformative power of your inner dialogue. Learn how to reshape negative self-talk and cultivate a mindset of confidence, resilience, and goal achievement.

Embracing Allyship: A Path to Inclusive Leadership

Join us for an insightful session on workplace allyship, moving beyond rhetoric to actionable steps. Gain a deeper understanding of allyship's core principles, privilege dynamics, and practical strategies for fostering inclusivity.

Cultivating a Powerful Presence

Many women feel their voices aren't fully heard in organizations, limiting the benefits of diverse perspectives. This keynote empowers participants to show up powerfully and own their point of view.

HNS Signature Keynote Topics

Presenting Your Leadership Brand with Confidence

For leaders poised for advancement, clear and concise communication of their unique contributions is key. This keynote guides participants in exploring and articulating their leadership brand, helping them confidently convey what makes them unique.

Strategies and Stress Relief for Women Leaders

Explore the nuances of stress management with a focus on women's unique experiences. Gain insights into recognizing stress triggers, fostering personal well-being and avoiding burnout.

Strategies to Champion Your Career

Explore the essential components of a successful career with the HNS Champion Your Career assessment. Gain insights into advancing your career strategically, pinpoint areas needing attention, and create actionable strategies.

What Holds Women Back

While women possess natural leadership strengths, they also encounter unique challenges. This keynote examines the common barriers hindering their leadership potential, while exploring self-limiting beliefs and behaviors.

Contact **Her New Standard**

Looking for a dynamic speaker on women and leadership?

Our experts offer engaging insights and actionable strategies.

Contact us to find out how we can enlighten and energize your audience:

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(203) 722-8347

