

# SWAY

## ETHICAL INFLUENCE



**Sway.** Where the fundamentals of marketing and branding intersect with the qualities of a leader. Where character, competence and charisma collide with the confidence that you can influence outcomes, and the ability to convey it, online and off.

### OUR PREMISE?

That our **SUCCESS IN BUSINESS** and in life is directly proportionate to our ability to **SWAY**.

### ASK YOURSELF THIS:

- How do you want people to remember you?
- What is a good lead or referral for you?
- Who do you want your message to reach?
- When you show up online, do you convey credibility?
- Is being trusted and respected important for you?

Think about **WHAT SUCCESS MEANS TO YOU**. What do you want to achieve?

Are you gunning for a new position or promotion? Perhaps you have your eye on a coveted project or on growing your pipeline...

**sway** is the means to that end.

In her thought-provoking work, inspirational keynote speaker Sima Dahl shows you how to step out of the quiet shadows of anonymity and position yourself as a person of influence and integrity. In her programs Sima breaks down, into simple measure, exactly how to become known for that which you desire, be it within your company, industry, community, or the world.

*"I have heard no fewer than a dozen speakers talk to me about my personal brand, leveraging LinkedIn, all that stuff. Sima is the first person that actually made sense out of it. She is the first person to move me to action."*

DONALD MCCULLY | PRESIDENT, ABACOS INSURANCE SOLUTIONS

**SIMADAHL**  
America's Personal Branding Champion™

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### Now more than ever before the old adage holds true:

We do business with people we know, like, and **TRUST**. And in the Age of Referral, we recommend and hire them too.

**SIMA SPECIALIZES IN MOTIVATION, INSPIRATION, & DEMONSTRATION. SHE'LL SHOW YOU HOW TO:**

**SHARE YOUR STORY** in such a way that you are remembered

**SPREAD YOUR KNOWLEDGE** so that you become trusted

**SUSTAIN THE EFFORT** for a lifetime of credibility

THAT'S **sway**.

**ARE YOU TIRED OF PEOPLE OVERWHELMING YOU** with social media strategies that don't scale or deliver? **WORRIED THAT HOW YOUR STAFF APPEAR ONLINE** may deter prospects and damage your brand? **UNSURE OF WHERE TO SPEND YOUR TIME AND ENERGY** to achieve maximum visibility and reach?

**You're not alone.** Sima's clients span industries, cross lines of business, and dot the globe but they have one thing in common – a fearless pursuit of sway. A sample selection of her most popular topics are listed here, but every program is designed specifically for you, your audience, and your goals.

### sway FACTOR

#### for SALES LEADERS and BUSINESS OWNERS

In this fascinating and highly interactive program, your sales teams will identify their ideal prospect, strategize how to position themselves as the best solution, and leverage social selling to gain entrée. From identifying prospects and social listening, to making first contact and staying top of mind, this program puts everything on the table.

### sway FACTOR

#### for PROFESSIONAL SERVICES

Do you know how often a prospect will look up your delivery team before deciding to buy? Try 100 percent of the time! Statistically, prospects complete up to 80 percent of the buying decision before they talk to anyone. In this hands-on program, your front line will learn how to showcase their talent and track their record of success to give your buyers the confidence to say yes.

## SPEAKING & TRAINING programs

### sway FACTOR

#### for CORPORATE STAFFS

Long gone are the days when the human resources department looked after your career. Today's successful career climbers know they have to be their own Chief Marketing Officer, but few know how. From crafting a quick pitch, knowing how to network, and practicing subtle self-promotion, your staff will learn how to pursue their next project or promotion to help you keep retention high.

### sway FACTOR

#### for DIVERSITY & INCLUSION

In this energizing and engaging program, Sima will arm your high potential women and minority groups with practical ways to become known within your organization and industry without any fear of being perceived as overly pushy. Participants will understand that real power comes from taking action. Every participant will create a detailed action plan, get an accountability partner, and put themselves on the fast track.

Other program topics include: **Own Your Digital Footprint, LinkedIn Deep Dive, The Art of StoryTELLING, and more.**

**BECAUSE EVERYONE SHOULD KNOW HOW TO UNLEASH THEIR sway.**



READY TO LEARN MORE? CONTACT:

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