

Helen Appleby is an executive coach, author and international speaker for Fortune 100 companies with over a decade of experience coaching executive women in consumer goods, healthcare, and start-ups. She offers keynotes and workshops for groups of women and offers a novel approach to women's leadership grounded in self-awareness and self leadership.

Prior to becoming a full-time leadership expert, Helen was a Global Business Leader for GlaxoSmithKline where she led the \$1B Respiratory Health business in Consumer Healthcare. Her career at GSK and Unilever spanned six countries and she has lived and worked in Canada, the UK, Cyprus, Dubai, Malaysia and the USA.



“Helen is a masterful speaker, equal parts empathetic and challenging.”

### The Unwritten Rules Keynote

Helen is the author of *The Unwritten Rules of Women's Leadership* and the forthcoming book, *Leaders Health Check*. Based on her foundational work with executive women around the globe, as well as her own experience, the 45-minute talk focuses on three of Helen's unwritten rules with 15 minutes of Q&A.

### Keynote and workshops takeaways can focus on any of the Unwritten Rules:

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|------------------------------|----------------------|
| Foundation & Self-Awareness  | Resilience           |
| Leadership Presence & Impact | Influencing Skills   |
| Personal Branding            | Confidence           |
| Self-Promotion               | Work/Life Balance    |
| Self Leadership              | Negotiation          |
| Conflict Management          | Mentors and Sponsors |

### Clients include

