

MGM



Speakers Bureau

Empowering and Motivating You to Succeed!

Lea A. Strickland, MBA/CMA/CFM/CBM/GMC's Profile

Travels from: Raleigh, NC, US



Lea Strickland, MBA/CMA/CFM/CBM/GMC, is president of F.O.C.U.S. Resource, Inc. and founder of the Technovation Entrepreneur program, helping entrepreneurs turn their ideas into businesses by effectively commercializing scientific discoveries.

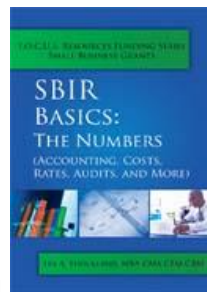
She has more than 20 years of experience in operational leadership in Fortune 500 and Global 100 companies, including Ford, Solectron and Newell Corporation, regularly sharing her extensive first-hand knowledge via interactive sessions and presentations at a wide range of industry events. In an average year, Strickland leads 40 workshops and webinars in 30 states, Canada, and Mexico on business strategy topics and is one of the most prolific women entrepreneurs on the business speaking circuit.

Strickland has written over 600 articles and op-ed pieces on topics related to effectively starting and growing a business and is the author of four books including "Out of the Cubicle and Into Business" and "One Great Idea!" in addition to serving as a contributing columnist to high-profile national media publications TheStreet.com and FOX Business.

She has been featured as a thought leader on innovation and entrepreneurial issues for national and regional media outlets such as "Capital Insider" on WJLA-TV in Washington, D.C. and magazines like Entrepreneur, Small Business Technology, Business Leader, TechJournal South, and the American Management Association's MWorld Magazine.



and



Specialties:

Profitability, Product Costing, Entrepreneurship, Start-ups, Management Accounting, Government Grants Compliance, Business Process Design and Infrastructure, Enterprise Resources Systems, Accounting Systems.

Programs Include:

Strategic Innovation:

Innovation provides the potential for a competitive advantage. Strategy sets the direction for the organization. Strategic innovation provides the competitive advantage to take your organization into the future, to the next level, and aligns opportunity with objectives.

An organization can innovate in many different ways. Primarily innovation is categorized into one of four categories:

- product
- process
- business model
- customer experience

An organization may be innovative in each of these areas or several of them. Whether you pursue innovation in one, some, or all of the categories, it is critical to understand what it takes to create and sustain strategic innovation. You do not get to decide if you succeed, your customer decides. You are focused on the mechanism by which your organization will deliver products, processes, and the customer experience. You will also decide on your business model. The customer "votes" with his/her money and decides if you have delivered.

Please Call for Fees

Testimonial:

"Lea is a great creative and strategic thinker and doer on business issues. I have used Lea as a resource on government contracting and other issues and always find her to be knowledgeable, helpful and well-networked. Through her writings and workshops, Lea has made valuable resources available ... her clients are lucky to have her on their side."

*David Bass, Chief Executive Officer / founder,
Arena Capital Advisors, LLC*

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