

WOMENFIX

SPEAKER & WORKSHOP OPTIONS TO HELP WOMEN AND MEN LEARN HOW TO SOLVE PROBLEMS IN HOLISTIC AND CREATIVE WAYS

CONTACT EDITOR@WOMENFIX.COM ,440-655-5372 FOR PRICING AND AVAILABILITY.



LINDSEY FRICK @BIGIDEAENGINEER

MECHANICAL ENGINEER, UN-NGO REPRESENTATIVE, AND PROFESSIONAL PROBLEM SOLVER ADVOCATING FOR SUSTAINABLE PROBLEM SOLVING EDUCATION, SOCIAL BUSINESSES AND PROJECTS THAT CONNECT TO UN GLOBAL GOALS

SPEAKING & WORKSHOP TOPICS:

HOW TO FIND, DEFINE, AND MONETIZE YOUR TALENTS AND PASSIONS

(30 min to 1 hour speaking with Q&A, or can be a one hour workshop)

Part MadLibs, part math. Lindsey will teach you how to pair your talents and passions to find, define, and monetize your unique social mission. She will then teach you how to turn this mission into possible pitch ideas for projects, startups, or whichever business outcome works for your lifestyle.

This session can be interactive or turned into a workshop to get the crowd interacting with partners to help each other find their niche. Lindsey can also work with individuals to craft their mission or brainstorm pitch ideas. More information about her method is found at www.MissionLivin.com.

SPEED PROBLEM SOLVING & NETWORKING

(1 hour per 15 to 20 people)

Forming an interactive circle or roundtable, Lindsey facilitates the room to give each person one minute to say what they want to fix or what they are currently trying to fix. The room gets one to two minutes to ask additional questions from each person speaking. After the event we allow for a half hour of networking to let attendees find the people who sparked their interest. Notes are sent to the entire group so they can continue to connect the dots to help others with their projects.

Note: Participants are encouraged to define their mission using the simple 3 questions at MissionWidget.com if they do not know what they want to fix. Attendees can be from any industry or from one industry, they can be entrepreneurs, intrepeneurs, or just working on a side project.

HOW TO BECOME A PROFESSIONAL PROBLEM SOLVER

(30 min to 1 hour speaking with Q&A, or can be a one hour workshop)

Summary: The world's sustainability agenda will bring problem solving to the forefront of every industry. Problem solving will be the hottest skill to have mastered in any job. Learn an overall outline of how to holistically and creatively identify and solve problems in profitable ways, by:

- Work on problems that you care about but also help the world. (MissionWidget and UN Global Goals)
- Tap into your intuition but also use logic-based problem solving
- Look at the BIG picture and value chain mapping
- Learn the basics of solving which includes acting like a journalist, engineer, investigator, economist, entrepreneur, etc.

WOMEN'S INTUITION OF THINGS (WIoT): WHY WOMEN ARE PROBLEM SOLVING MACHINES

(20 to 30 min)

Women have innate skills that allow them to solve problems in industries that may be furthest from their backgrounds. How? Lindsey will take you through research that helps explain the thought process of women and how it connects to the Internet of Things. She will also explain what men and women can do to encourage women to solve problems and what the future could look like if the world activated women as professional problem solvers.

ABOUT LINDSEY FRICK:

Lindsey Frick is a mechanical engineer turned strategist. She has run her own product development company for 10 years and now builds socially responsible business plans and systems to solve big problems. The Brooklyn, NY transplant is a published writer and has started a women's network called [@WOMENFIX](#) to give females a test-bed to solve problems sustainably and profitably to raise the quality of life. She is a representative for a United Nations NGO with a focus on teaching people how to become professional problem solvers using the UN's Global Goals.

Follow Lindsey at [@BigIdeaEngineer](#) www.BigIdeaEngineer.com

Karin Bellantoni empowers millennial business leaders to accelerate their companies' growth via their own personal development. Experienced at building and selling her own multi-million dollar start-up, Karin's tough-love approach develops a strong foundation for a company's infrastructure and business development. Clients often refer to Karin as a "game changer" calling on her to optimize operations, sales, and egos during times of explosive growth and uncertainty.



Karin inspires a community of millennial New Yorkers through her monthly Intuition Salon Series. She also serves as a mentor for The Startup Institute and as an advisor for SheWorx.

Karin is available for keynotes, interactive workshops, team training and group seminars.

Popular speaking topics



Stuck?! Re-energize Your Business

Being STUCK is serious. It means you are *not* growing, and if you are not growing you are, in a way, dying.

It's time to reinvent, refresh, redesign and revive your business.

Karin will show you 9 proven, specific and actionable methods to get your business rolling again. We will also discuss the 3 biggest mistakes you can make in a growing business.



"Crazy Busy" — Stop the Madness

In the last 10 years we have added more communication tools, systems and tactics than in the previous 50 years. If you are feeling crazy busy and see no way out *or* if you simply want to reboot or refresh your business, finding time is the first step.

I'll teach you proven shortcuts, systems and applications that can find extra hours each day, and also help you avoid the single most destructive behavior in business.



Office Nirvana – Achieving Balance in the Workplace

Is hiring your biggest frustration and do you live in fear that you will lose your top employees, or nightmares about employee misfits and communication stress?

We will uncover the profile of each participant's ideal employee and align company values, mission and vision with a new hiring and retention model.



Healthy Boundaries: Is Your Flexibility Killing Your Dream?

Communicating your boundaries is an important and essential communication skill and can be the glue that bonds respect and understanding in relationships of all types.

You will learn what a boundary is and is not, when to communicate your them, and how to clearly and simply state your boundaries to others.



Feminine Leadership

Women have been entering the “man’s world of business” for many years. Forced to

adapt to unnatural leadership styles to fit in and compete has made many women sick. That ends now!

Feminine leadership is not just for women. Many men, including Steve Jobs and Bill Gates, deployed traits of feminine leadership. It's time for everyone to embrace these traits and lead us to a more connected future.



Confront With Confidence...and a Smile!

Have you walked away from conversations and wish you'd said something? Most people confuse suggesting, challenging or contesting their thoughts and ideas with confrontation.

Learn to take a stand for yourself and others with diplomacy and frame the discussion to dissolve any potential tensions.



Getting What You Want in Life and Business

Have you ever noticed that some people seem to get what they want very easily, while

others struggle and suffer?

Getting what you want in life and business is easy once you understand the rules of the game. Learn the formula to understand what you want, and how to attract and receive it.



Good Vibrations: Change your Energy, Change Your Life!

We communicate through

emotion and it drives your energy and therefore your vibes. You can't sell an idea or anything to anyone without emotion!

This interactive workshop will teach you how to change and lift your energy, which immediately impacts you getting what you want.



Cover Your A**

One of the biggest reasons you're not getting what you want is you are not covering your a**.

Problems stem from the fact that

we don't take care of ourselves.

Stop procrastinating (and find out why you really do). Gain insurance against fear, worry and doubt.

You'll learn how the actions you're not taking are sabotaging getting what you want, and how to feel more grounded and on top of your world.



How to Be Your Own Superhero

We can't rely on others to come in and rescue us. It all begins

with Know Thyself. Learn how to get laser clear and possess the qualities, traits and characteristics you need to become your own superhero, a leader in your own life, as well as those of others.

This workshop will set you up to be unstoppable!



Mona Patel

Mona Patel is a dynamic, engaging entrepreneur with 17 years experience convincing leaders at some of the world's biggest brands to understand, value, and optimize their customers' experiences. She is the author of the bestseller, *Reframe: Shift the Way You Work, Innovate, and Think*, which inspires others and offers an actionable roadmap for ideation, and is the Founder/CEO of Motivate, a User Experience (UX) research, design and staffing agency.

Mona's personal brand, robust experience, and memorable charisma are integral to:

- Establishing company vision
- Ensuring that resources are effectively utilized to execute the vision
- Executing that vision
- Nurturing & developing new business opportunities
- Cultivating the best environment for employees
- Aligning hiring practices with corporate values and business needs
- Identifying the next 'Big Thing' by encouraging the exploration of new research methodologies, new markets to disrupt, and new ideas to validate or discover

Clients include Chick-Fil-A, Carter's, Tumblr, E*Trade, MTV, Victoria's Secret & Jet.com

POPULAR SPEAKING AND WORKSHOP TOPICS:

- Ideation/creativity (Asking What If?)
- BS Excuse Personas
- User/Customer Holistic Experiences
- Design/innovation strategy
- Start Up Businesses
- Entrepreneurship
- Women in Leadership
- Management
- Future Research Methodologies

CEO & Founder, Motivate Design

A New York-based UX design agency that ranks in the top 16% of the fastest-growing privately held businesses.

Author, *Reframe: Shift the Way You Work, Innovate, and Think*

"Why not? What if? If those questions give you pause, it might be because you've been carrying around the wrong frame. In this personal book, Mona Patel wants to outfit you with a new way of seeing and working."

– Seth Godin,
Author of *Your Turn*

Backstory

Mona started her career with a degree in Engineering Psychology, working on the redesign and customer research on everything from the first consumer-facing digital camera for Eastman Kodak Company to medical devices and software. Once the web took off, Mona was one of the few who realized that the goal wasn't just to make interfaces easy to use, but persuasive and powerful communicators of the brand. She earned her Master's in Marketing and embarked on a fast-paced trajectory, rising from junior design researcher to managing a multi-million dollar P&L of UI/UX work.

Mona consistently delivers a distinct ability to solve problems quickly, creatively, and simply. She has a unique ability to communicate complex business problems as simple design opportunities. Mona's trademark? The skill and talent to convey strategic ideas in a direct, focused, honest, approachable, and authentic way. She has that sixth sense; she knows how to read people and expertly facilitates open conversations about big picture issues. She's often described as a visionary and is constantly thanked by people she has inspired to bring out their A-game and redesign everything from interfaces to cross-channel customer journeys to their own lives.

Mona built Motivate from a company that supported her as a freelancer to one that is 25-strong and growing. She continues to give back to the community in ways such as partnering with the NYCDA to author their UI/UX curriculum and teaching at Parsons The New School for the 7th consecutive year.

The mother of two young boys, Mona is currently working on a podcast and TV show, authoring a children's book about ideation, and exploring opportunities to run a design thinking summer camp for middle school students.

Education & Certifications

MS, Boston University, Communication, 2002; Graduated with Honors

BS, Tufts University, Human Factors and Ergonomics (Engineering Psychology), 1999; Graduated with Honors

Awards & Honors

"Seeing Problems As Opportunities"

TEDx New Bedford, 2015

Motivate Design

Inc. 5000 Fastest Growing Company Honoree, 2014

Inc. 5000 Fastest Growing Company Honoree, 2015

Reframe: Shift the Way You Work, Innovate, and Think

Amazon Bestseller, 2015

Small Business Book Awards, Small Business

Book in Management Nominee, 2016

Publications & Presentations

Reframe: Shift The Way You Work, Innovate, and Think, June 2015

The Anatomy of a Simple, Beautiful TEDx Talk, Success Magazine, May 2016

How I Shifted from 'I Can't' to 'I Can', Success Magazine, May 2016

Inc. Playbook: Why Focusing on Growth is a Nearsighted Strategy, April 2016 [Video]

Inc. Playbook: 3 Traits of Exceptional Designers, April 2016 [Video]

3 Things That Make Life More Satisfying, Success Magazine, April 2016

Women entrepreneurs have found a creative way to stand out from the crowd, Business Insider, April 2016

The Most Important Ingredients For Shaping Your Startup's Culture, Forbes, March 2016

E-School For Girls Press Coverage, CNBC, February 2016

What I Wish I Knew When I Started a Company, E-School For Girls, February 2016 [Presentation]

5 Things Your Future Mentor Will Love You For, Success Magazine, January 2016

Choosing the Right Color for Maximum Brand Impact, Amex Small Business, January 2016

Tough Love Performance Reviews, in 10 Minutes, Harvard Business Review, November 2015

10 Questions You Should Always Ask a Potential Mentor, Business Collective, January 2016

3 Simple Ways to Solve Any Problem, Inc. Magazine, December 2015

Instead of Looking For Your Dream Job, Design It, Forbes, October 2015

Q&A: Best Advice, Time Magazine, October 2015

The Four Parts Of The "What If" Innovation Process, FastCompany, May 2015

The 6 Excuses Preventing You From Designing A Better World, FastCompany, February 2015

How To Get Unstuck And Start Thinking Creatively Again, Forbes, April 2015

Crafting An Empathy-Driven Approach To Management, Forbes, May 2015

Women and Business: When Lean UX Becomes Mean UX, Huffington Post: Business, July 2014

Closing the Gap Between Employee Performance and Business Needs, Inc. Magazine, September 2015

The Intersection of Design Thinking & Business Decisions, HOW Design Podcast, November 2015

What Drives Great Design, Curious Minds Podcast, October 2015

UX Strategy Equation, Motivate Design, White Paper 2011

Patel, M. & Loring, B (2001) "Handling Awkward Usability Testing Situations" Human Factors and Ergonomics Society, 45th Annual Meeting

Patel, M. & Paulsen, C (2002) "Strategies for Recruiting Children for Usability Tests." Usability Professionals Association, 11th Annual Conference

Speaking History

Keynote speaker for events at NASA, a Museum Conference, NIH, San Francisco, Chicago, Los Angeles, Seattle, New York, Washington, Atlanta, and Chicago.

Seeing Problems As Opportunities

TEDx NewBedford, November 2015

Why You Can't Get What You Want At Work

HOW Design Conference, Atlanta, May 20, 2016

Optimization From Within: Tackle the Excuses That are Holding You Back

Conversion Conference, Las Vegas, May 19, 2016

Lessons From An Entrepreneur - UX Growth

UXPA, NYC, April 19, 2016

How To Be A Successful Entrepreneur

E-School For Girls, NYC, February 3, 2016

Exploring Problems Worth Solving

Wiley Speaker Series, Hoboken, December 16, 2015

Selling Your Great Idea

Groundbreaking Women In Construction Conference, NYC, May 6, 2015

Why Isn't Innovation Happening?

UXPA, NYC, April 7, 2015

Excuses, Excuses, Excuse Personas

WebVisions, NYC, April 2, 2015

Power Branding 2.0

Savor The Success, NYC, February 2, 2015

Google UX Female Speaker Series

UX+XX, NYC, January 13, 2015

First Friday Speaker Series

NextJump, NYC, November 7, 2014

Finding Your Voice and Bringing Ideas to Life

Women Who Code, NYC, September 9, 2014

Breaking Patterns: Using Design Thinking to Solve Problems

Q2 eBanking, Austin TX, August 11, 2014

General Assembly: A Day in the Life of a UX Designer

General Assembly, NYC, July 24, 2014

Designing a Better World

General Assembly, NYC, July 22, 2014

The Lean Agency

MeetUp, NYC, July 21, 2014

Breaking Patterns: Intro to Design Thinking

Savor The Success, NYC, July 14, 2014

Into the Deep: Innovative Techniques for Digital Banking and Financial Customers

Digital Banking Summit, Los Angeles CA, June 2, 2014

The Lean UX Agency

LeanUX NYC, NYC, April 4, 2014

FOMO UX

NJ Spark Summit, NJ, February 25, 2014

Better You, Better World: 13 Ways to Get Out of Your Own Way

World IA Day, NYC, February 15, 2014

Better You, Better World: 13 Ways to Get Out of Your Own Way

UXI CTUXPA, CT, January 30, 2014