

Five-Minute ‘WLE Speed Coaching’ Business Advice Rocks the World for Women Entrepreneurs

We all know about speed dating, speed eating (which too many of us do), speed shopping and speed dialing. But what about the latest - **speed coaching**? Can a business expert, no matter how talented, possibly impart useful advice to someone else in five minutes and have it create a serious impact?

Well, it seems that bite-sized bits of wisdom can work! The **Women’s Leadership Exchange (WLE)**, a national leadership and business development company that holds conferences all over the U.S., has instituted a bold “WLE Speed Coaching”™ program, to women business owners or would-be business owners who want to up their game, in the Chicago area on Tuesday June 19th, 2007, at an all day conference, running from 8 AM through 3 pm, at the IKEA store in Schaumburg IL at 1800 E. McConnor Parkway/

Tickets, priced at a modest \$99, including breakfast and lunch, are still available by calling 888-888-937.5800 or logging on to www.womensleadershipexchange.com.

A fresh new play on an old concept, one that is in tune with our accelerated times, Speed Coaching, to a fly on the wall, would look a lot like speed dating. Each attendee who wants to be coached is seated directly across the table from a WLE “Growth Guru.” The expert, a successful entrepreneur with a distinguished background, listens to her questions, and then provides her with what some call “lifechanging” 5 minute nuggets of sage, practical advice on their business issues. The experts are from the fields of in Marketing, Sales, Public Relations, Leadership, Finance, Franchising, Business Law, Office/ Retail Space Design and more.

Coached women who have experienced Speed Coaching at other WLE conferences, many of whom received multiple five-minute nuggets of wisdom. call the experience a rousing success, as do the coaches. All are unanimous in relating that the format forced them to focus in on what is important, and get right to the heart of their challenges.

The IKEA Schaumburg event includes a keynote address by Robin Koval, president of the fastest growing ad agency in the U.S., and the following workshops:

[Becoming the Right Leader for Right Now](#)

[Janelle Brittain](#), President, Dynamic Performance Institute, Author, Star Team Dynamics & Co-Author, “How to Say It Performance Reviews”

[Referrals, Prospecting, and Introductions – The Next Generation in Sales](#)

[Sharan Tash](#), Founder & CEO, The Professional Networker

[Maureen O' Brien](#), Founder & CEO, O'Brien & Son Consulting

[Vision and Communication Secrets for Successful Entrepreneurs](#)

[Yvonne Brown](#), Chief Empowerment Officer, JAD Communications International

Be a Brand Leader: How to Distinguish Your Business from the Competition

Karyn Pettigrew, Chief Operating Officer, KPConsulting

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About Women's Leadership Exchange

Women's Leadership Exchange® (WLE) is a social entrepreneurship founded by and for successful businesswomen. The WLE mission is to provide the knowledge, the tools and the connections women need to be successful in their own businesses, the corporate world and the not-for-profit environment.

Recognizing the unique challenges facing women in business, whether leading their own companies or as leaders in the corporate, government or not-for-profit sectors, WLE offers a program that helps them fill the information gap and provides a venue for building connections that will facilitate their success in business and in life. WLE conferences feature leading experts, accredited executive coaches and interactive programming in major markets around the U.S. WLE also offers a resource-packed website, teleconferences, an enewsletter, local presentations and a facilitated connection program that enables women to lend support to each other locally and nationally. For more information visit www.womensleadershipexchange.com or call 888.937.5800.

About IKEA

There currently are more than 250 IKEA stores in 34 countries, including 29 in the U.S., where other stores are being planned in: Brooklyn, NY; Charlotte, NC; Draper, UT; Portland, OR; Somerville, MA; Sunrise, FL; and West Chester, OH.

Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in *FORTUNE*'s annual "100 Best Companies to Work For" List (three years in a row), *Working Mother* magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and *Training* magazine's annual "Top 125" ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continuously supports initiatives that benefit causes such as children and the environment. To visit the IKEA Web site or for information about working at IKEA, please go to <http://www.IKEA-USA.com>.