

## **To Furniture Shopping Add Workshops and ‘Speed Coaching’: IKEA Takes Furnishing your Business to a Whole New Level!**

### ***Women’s Leadership Exchange Conference at IKEA Schaumburg 6/19***

**Schaumburg, IL (June 5, 2007)**—On Tuesday, June 19, 2007 from 8 AM through 3PM, the IKEA Schaumburg Store, located at 1800 E. McConnor Parkway in Schaumburg, in conjunction with the Women’s Leadership Exchange, will be hosting a special event for local business owners to discover proven business practices from small business experts. Tickets, priced at \$99, include breakfast and lunch and are available by calling 1-888-937.5800 or logging on to [www.womensleadershipexchange.com](http://www.womensleadershipexchange.com).

The exciting and inspirational day will feature a morning keynote speech by Robin Koval, president of the fast-growing ad agency that created the Aflac Duck campaign, and author of the bestselling book “The Power of Nice.”

There will also be a series of interactive morning workshops. These are: Becoming the Right Leader for Right Now, led by 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, led by Sharan Tash, Founder & CEO, The Professional Networker, and Maureen O’ Brien, Founder & CEO, O’Brien & Son Consulting. Vision and Communication Secrets for Successful Entrepreneurs, led by Yvonne Brown, Chief Empowerment Officer, JAD Communications International; Be a Brand Leader: How to Distinguish Your Business from the Competition, led by Karyn Pettigrew, Chief Operating Officer, KP Consulting

The afternoon session will be devoted to the Womens Leadership Exchange’s unique new **Speed Coaching** program. Following lunch, attendees have several valuable opportunities to sit one-on-one with experts in the areas of marketing, branding, business law, management, financing, leadership and office / retail space design. These experts, some of them WLE “Growth Gurus,” and some experienced business owners from the Chicago area, will answer each participant’s specific questions and offer them valuable insights, in powerful five-minute nuggets of customized advice.

**Astrid Oyo**, Director of IKEA North America’s Business Network, says: “Today, it is not enough to sell people products or services. You need to anticipate their needs, and educate them on how to reach their objectives. And you need to do this in a way that puts you right in their line of sight, interacting with them in person as much as possible, so that they know you care about their success. That’s what earns you their loyal business. For those reasons, WLE’s all-day conferences are a perfect fit for our entrepreneurial customers.”

**Leslie Grossman**, cofounder of Women’s Leadership Exchange, adds: “At WLE we see this as one of those synergistic formulas where everyone wins. Both WLE and IKEA are committed to business owners growing their businesses. One way we know we can do

that is by providing top-notch business workshops, plus the opportunity to network with local and national experts and with other business owners from their own community. IKEA's willingness to turn its retail space into a conference venue for a full day shows how well the company understands the needs of business owners and how committed they are to their customers."

In addition to the Schaumburg conference, IKEA will present Women's Leadership Exchange conferences in their stores in Tempe (July 31), Dallas (August 21) and Atlanta (Nov. 14).

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**Note to Media:** For additional information please contact Judy Katz at 212-580-8833; [jkatzcreative@aol.com](mailto:jkatzcreative@aol.com).

### **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>.

### **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 e-newsletter, 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](http://www.womensleadershipexchange.com) or call 888.937.5800.