



Karen Mathews & Associates

Media Advisory FOR IMMEDIATE RELEASE

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8:00 to 5pm M - F

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LEADERSHIP CONSULTANT, KAREN MATHEWS IS SPEAKING AT CSIX CONNECT MEETING MAY 16, 2006 IN CUPERTINO, CA

Santa Clara, CA – May 9, 2006 – Karen Mathews & Associates founder and President, Karen Mathews will be speaking on May 16 at the CSIX Connect meeting on “The Power of Influence – 3 secrets of an effective personal style.” Through humor, story telling and contrasting different styles, Karen Mathews makes her point of using influence purposefully in business to achieve the results we want. She shares three secret convincer strategies with the audience.

“Having the ability to be deliberate, leverage my own style of influence and incorporating techniques that make me effective in stressful circumstances is very appealing. I think the membership will be reminded of something that they have forgotten and get new learning about how to be persuasive with more ease.” said Program Director of CSIX Connect, Pamela Livingston about the upcoming talk.

Many of us exert influence in every interaction we engage in but have little appreciation of that fact. We have little understanding of how to use it fully and don’t get that we under utilize our influence when it matters most. When influence is exercised deliberately with awareness it can be an effective and powerful tool. During this talk Karen Mathews will share with the audience techniques for improving their style of influence so that it can be used naturally, with ease - even in challenging settings and to become more persuasive without negative effects.

CSIX Connect helps individuals in career transition significantly improve their job search success through education, in-person networking and mutual support. In today’s job market, more than 80 per cent of jobs obtained result from successful networking. CSIX Connect provides the means to tap into and leverage the power of a network that is already more than 2000 members strong. CSIX Connect is a 501(c)(3) non-profit organization, www.csix.org.

CSIX Connect meets each Tuesday from 10:30 am – 1:00 pm at **House of Sichuan**, 20007 Stevens Creek Boulevard, Cupertino CA 95014, (408) 255-3328.

Karen Mathews is President of Karen Mathews & Associates offering consultation and education to facilitate breakthrough performance for organizations. Integrating a real world understanding of what drives teamwork, creativity and achievement with a complement of original processes that bring power to each performer.

With deep expertise in Leadership and Innovation, Karen Mathews & Associates assist organizations in “hardwiring” for effectiveness through consulting, training and keynote speeches. Through unparalleled methods, companies are challenged to redefine their operations and seize their competitive advantage. For further information about Karen Mathews & Associates call Karen Mathews at 408.988.2361 or visit their website www.karenmathews.com.