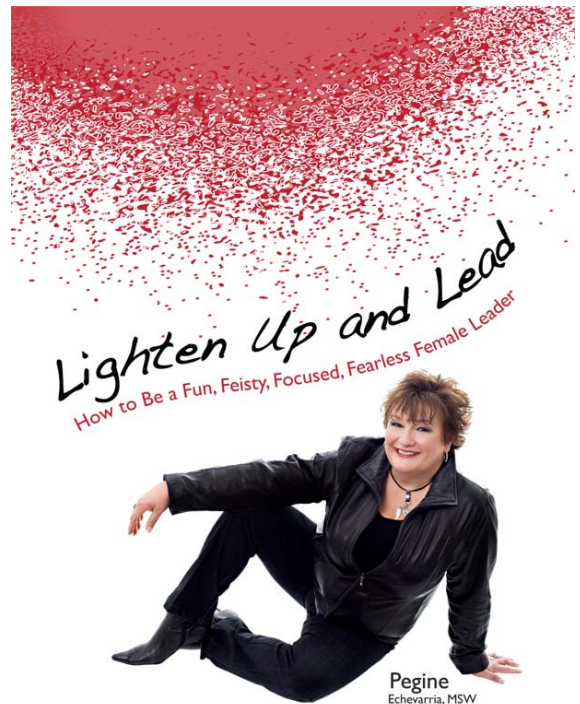


Most managers are now women. According to the Department of Labor, 51.9 % of managers and professionals are women.

Lighten Up and Lead provides the strategies to enable female leaders to enjoy their lives and their leadership roles.



Lighten up and lead! Once you FIND THE FUN ... your job is a game, and so is everyone else's! **When you make a habit of looking for that game you will have found the secret to building a new leadership model – and creating a world based on life-giving laughter.**

Principle One: LaughTalk

LaughTalk is the process of FINDING THE FUN by using thoughts, beliefs and language to build a Life Story to communicate joy, confidence, celebration, victory and leadership in all areas of your life.

Principle Two: LaughExpect

LaughExpect is the process of FINDING THE FUN by rediscovering the magical, childlike feeling of *seeing what happens next* – before it happens. Expecting with laughter lightens up your world – and brings wonderful presents!

Principle Three: LaughLead

LaughLead is the process of FINDING THE FUN *as a leader of others* ... by lightening up. It's about using laughter to share hope, joy, certainty, energy, excitement, and vision with the team. After all, that's the leader's real job!

Your Presenter



A nationally-renowned motivational speaker, media personality and author, New York Newsday calls her “a walking one-woman antidote to workplace cynicism.” Feisty and fun, Pegine Echevarria is one of 58 inductees into the prestigious Motivational Speakers Hall of Fame that includes luminaries Zig Ziglar, Dale Carnegie and Tony Robbins. The author of *Sometimes You Need to Kick Your Own Butt* and the creator of the corporate licensed program *White Guys Are Diverse Too*, her newest book, *Lighten Up And Lead – How to be a Fun, Feisty, Focused, Fearless Female Leader*, will hit store shelves in 2010.

A regular guest on The Montel Williams Show, media frequently seek Pegine’s insight. She’s made appearances on CNN, MSNBC, ABC, NBC, CBS and NPR and has been quoted in *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Fortune*, *BusinessWeek* and many other national magazines.

Pegine had the privilege of presenting on the stage with such notables as Maya Angelou, John Maxwell, Suze Orman, Barbara Stanny, then Senators Hilary Clinton and Barack Obama as well as President Clinton.