

## Optimizing Expertise

Presented by Nettie Nitzberg, principal of WOW! transformations

Knowledge is power ... and an untapped business asset. Are you making the most of what you know?

During this interactive presentation participants will identify their personal knowledge and expertise, as well as the expertise of their organization. Through exercises and conversations, the group will learn more about:

- Leveraging expertise
- “Productizing” what you know
- Using what you know to network and build relationships
- Using knowledge to drive marketing and sales
- Becoming a thought leader

Participants will leave the session with a true understanding of Optimizing Expertise, equipped with tools to put this new knowledge to work immediately in their business.

**About WOW! transformations:** Founded by Nettie Nitzberg 16 years ago, WOW! transformations is a management consulting firm that helps businesses and business leaders turn intellectual capital — *ideas, knowledge and expertise* — into intellectual property — *products, services or systems* — that will enhance the value of an organization, increase revenue and move a business to the next level. WOW! develops intellectual property for business growth, employee development, culture change and thought leadership.