

Shelley Row, PE, CSP

Blue Fjord Leaders

Shelley Row, PE, CSP's leadership work focuses on developing leaders who can see *beyond* the data. That's why she founded **Blue Fjord Leaders**, a boutique training company known for **high-caliber programs, relevant content, and impactful results**. At Blue Fjord Leaders we assist professionals to intertwine technical and human skills for astute leadership. *After all, the world needs more leaders who have both.*

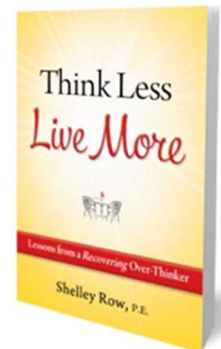
Shelley's application-based approach, original research and neuroscience foundation gives you the credible foundation from which to grow your leadership competence in critical areas. Research indicates that leadership traits like **communication, empathy, self-awareness, adaptability, and delegation** are essential but in need of enhancement particularly with technical professionals.

Plus, you won't find credentials like these anywhere else. **Named by Inc. as one of the top 100 leadership speakers** and **one of eight engineers worldwide** who is a **Certified Speaking Professional™**, Shelley Row is an engineer and former government and association executive. A



sought-after speaker with hundreds of presentations to her credit for audiences from 20 to 2500, she has published articles in *Forbes, Fast Company, HuffPost Business, SmartBlog on Leadership, Realizing Leadership Magazine, CEO Magazine, ITE Journal, Thinking Highways* and more. She is a trained coach, a certified trainer for Business DNA Behavior self-assessment tools, and she has a certificate with the NeuroLeadership Institute. She is the past president of the National Speakers Association Washington, DC chapter. The author of four books, her latest is, *Think Less, Live More. Lessons from a Recovering Over-Thinker*.

Shelley provides **leadership training, keynotes, and consulting** (in-person and virtually) to associations, agencies and companies who want to grow their business with staff who demonstrate strong leadership and communication skills.



Receive your free copy of *The Handbook for Technical Leaders: Ten Top Skills for Managers* by signing up at www.BlueFjordLeaders.com or emailing shelley@BlueFjordLeaders.com. Follow Shelley and Blue Fjord Leaders on **Twitter** and **LinkedIn**.

The Origin of Blue Fjord Leaders



BLUE FJORD
LEADERS

If landscapes had a personality, fjords would be bold. Formed from mighty glacial forces, fjords are the dramatic intertwining of land and water. In some traditions, land represents the power of thought and intellect while water represents the equally powerful domain of intuition and feeling. Blue Fjord Leaders embody the skilled integration and application of both forces.

That's what sets Blue Fjord Leaders apart.

Complex Decision-Making

Why More Data Isn't the Answer

1. Stop spinning

2. Change the question

From “What do I think?” to “What do I feel?”

3. Name the feeling

What question will you ask yourself?

What question will you ask others?

4. Solve the *real* problem

5. Practice

“The nagging feeling goes away when you make the right decision.”