

Frequently Asked Questions (and answers!) About Lillian D. Bjorseth

Q. What formats does Lillian offer?

- Keynotes
- Breakouts
- Half-day and full-day workshops
- Luncheon and dinner talks
- In-house training
- One-on-one business skills coaching
- Consulting

Q. What are Lillian's general topics?

- Business Development
- Business Networking
- Communication Processes/Skills
- Conflict Resolution
- Marketing
- Relationship Building
- Team Building

Q. What does Lillian contribute other than her obvious topic expertise?

She is best known for her infectious enthusiasm and her practical, insightful information that you can apply on the spot and when you get back to the office. Her interactive style (even in keynotes and luncheon and dinner talks) help participants “stay tuned” throughout the presentation.

Q. Why is Lillian considered a business networking authority?

- ***Her beginnings.*** When she started her own company in 1990, Lillian's own base was national, yet she wanted to build business in the Chicago area. She conceived a marketing plan that would give her exposure and credibility throughout the Chicagoland area and then spread nationally. It continues to work well today.
- ***Better Business Contacts.*** For 10 years, Lillian owned and operated a successful business leads groups in the Chicago area (grew to 17 chapters). She learned firsthand what challenges business owners have and how to provide marketing solutions to help them grow and prosper.
- ***Products.*** She has created and produced numerous products in the communication and networking areas (listed below) that continue to receive national acclaim.

- **Great Chicago Networking Extravaganza.** She co-founded and has brought to fruition a successful event that is repeated annually. The sixth one will be held in April 2007.
- **Vision.** Lillian sees networking as an art and skill to be practiced by entrepreneurs and at all levels within a corporation. Word-of-mouth is the most successful marketing tool. She helps you learn how to network strategically instead of just network and to work an event, not just a room.
- **Example.** She gets about 95% of her business through referrals.
- **Programs.** She has myriad presentations covering all facets of networking and relationship building.

Q. Why is Lillian considered a communication skills authority?

- **Bachelor of journalism degree.** Lillian is a top graduate of the prestigious University of Missouri School of Journalism.
- **Non-profit experience.** She was director of public relations for Goodwill Industries of Southwestern Michigan and scored thousands of inches of press coverage, on-air time and “thanks-for-giving” messages on milk cartons and theatre marquees.
- **Corporate experience.** Among her corporate experience was 11 years in public relations at Bell Labs/AT&T. See below.
- **Communication skills class.** She created and taught a 10-week after-hours class at Bell Labs that was repeated frequently.
- **Community education class.** She created and taught communication skills courses for more than 12 years in the North Central College (Naperville IL) Community Education Department.
- **Workbook, CD series.** She wrote and published the *Nothing Happens Until We Communicate* workbook and CD series.
- **Programs.** She has created interactive training/speaking programs in verbal, nonverbal and e-mail communication skills.
- **DISC-based tools.** Since, 1989, Lillian has been a distributor of the world-renowned DISC tools from Inscape Publishing Co. She is among the first group in the world to incorporate new 2004 research into her work and to become certified to train anywhere in the world.

Q. Tell me more about Lillian’s Fortune 100 experience.

When she joined A&A in 1979, it had one million employees! She spent four years in public relations at Bell Labs, and then moved her expertise to AT&T. There, she went through the divestiture and helped spearhead the company’s public relations efforts around the world when it entered the commercial computer marketplace. She honed her branding and communication skills as she helped mold the vice president who started the computer systems division from an engineer into a keynoter. She also coached many other executives in media relations and communication skills. Other corporate experience includes Nicor Gas, the largest gas utility in Illinois, and the former Evangelical Hospital System (now the Advocate System).

Q. How long has Lillian been an entrepreneur?

Lillian founded Duoforce Enterprises, Inc., in 1990. She also founded and for 10 years owned Better Business Contacts, a business leads organization. She sold it in 2001 to an international business leads company.

Q. Is Lillian published?

Yes, definitely. She is the author of the following products:

- *Breakthrough Networking: Building Relationships That Last* (first and second editions)
- *52 Ways to Break the Ice & Target Your Market*, an interactive learning system
- *The Nothing Happens Until We Communicate* six workbook and eight CD series

Also, she is ...

- A contributing author to *Masters of Networking*.
- Author of myriad articles that have been published across the country in magazines and on the web.
- Quoted frequently in print media and has appeared on television locally and nationally.

Q. How do I hire Lillian?!

Contact her directly at 630-983-5308 or lillianspeaks@duoforce.com. She'll do her best to get back to you within 24 hours. Be sure to leave a business number where she can leave a message after hours if her schedule prohibits talking with you during the day. Initial contacts are better by phone as it is easier for her to check her phone messages than e-mail when in training sessions or at meetings. Check her website at www.duoforce.com for more details.