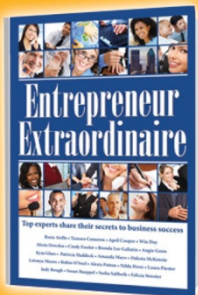




## Susan Rueppel, Ph.D.

is an internationally known Personality Typologist, Business Intuitive, author, speaker and trainer. Her lively, engaging, and thought-provoking style makes complex topics very simple, practical and accessible. Her presentations help business owners and corporate professionals learn to develop valuable skills and immediately implement strategies to accelerate their business success.

Co-author of:



*"At a recent business event I attended Susan Rueppel was asked to step in on the spot and be the speaker. I was impressed by the way she was able to step up with no notice. She set a great example for people to be well prepared with a signature talk that they can easily step in and present themselves as a knowledgeable expert and someone who gives value as she did."*

**Frank Pizza,**

Speaker Trainer and  
Wellness Consultant



*Enhancing the understanding of people through personality*

### **The Personality – Communication Connection**

***Create More Effective Business and Personal Connections –  
Don't just communicate – CONNECT!***

Do you ever wonder why we get along with some people and not others? How some people just don't understand what you're saying? How to enhance the lines of communication? How to identify and enroll more of your ideal clients?

- Understand why we think, act, and communicate the way we do
  - Put others in their comfort zone by speaking their language
- Communicate more effectively to build mutually rewarding relationships

### **Accelerating Entrepreneur Success by Personality Type**

***Enhance Your Business Connections to More Easily Enroll Clients  
and Deliver Your Sought-After Services***

Do you wonder why certain aspects of running your business look easy for others, but you struggle with them. Do you wish you could attract more of your ideal clients and have an easier conversation to enroll them to work with you? Have you wondered why the Pain Point selling you've been taught often doesn't work?

- Identify the personality type of your ideal clients
  - Put them in their comfort zone by speaking their language
- Understand why they buy and how they want your services delivered

### **Leverage Your Leadership Personality Power**

***Expand Your Inner Leader and Express Your Outer Leader***

There are two aspects to our ability to be an effective leader. Our Inner Leader determines how we think, make decisions, act and communicate; and how we perceive situations, experiences and tasks. Our Outer Leader determines who we draw to us, how we communicate and connect, and the impressions we make.

- Understand the impact your personality has on your Inner and Outer Leader
- Amplify your personal talents and strengths and mitigate your weaknesses
  - Gain more clarity about what to do or delegate and who to bring on board

### **Some Past Audiences**

Technology and law firms, sales teams, mastermind groups, client groups, eWomenNetwork (eWN) Success Institute, eWN Leadership Teams, eWN Events, the National Association of Women Business Owners (NAWBO), American Business Women's Association (ABWA), Developing Alliances, and more

*"I've heard Susan Rueppel speak a number of times on her personality and intuition topics and to various groups. I have also engaged her to speak for my business networking group, clients, my industry mastermind group and my American Business Women Association chapter. Susan always provides valuable and practical content that has helped me and many others with their professional and personal insights and growth. Her presentation style is lively, engaging, thought provoking, and fun. I will continue to attend events where Susan speaks, and am inviting her back!"*

**Amanda Johnson, Sacramento**

*"Susan is a compelling speaker who really knows how to get and hold the attention of her audience. Her presentation on Understanding People through Personality was a big hit at our women's business organization luncheon. Our members and guests were completely engaged in the presentation and left having learned useful information about their own personality type, how to gauge the personality types of others and how to effectively use the information to promote better communication in business."*

**- Karen Penfold,**

Executive Managing Director, eWomenNetwork