



## Susan Ruhl

Susan is a founding partner of ICC: Innovate. Coach. Consult., and she is responsible for leading operations, finance and strategy. With more than two decades of business experience, Susan has developed a superpower for ending “business bloat”.

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*“Susan is relevant, engaging, and her delivery is unparalleled to any other speaker I’ve heard!”*



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## FEATURED TOPICS

### **The Science Behind Micro-learning**

Your employees have just returned from a training or e-learning session, and days later they have already forgotten the information. While you’ve invested a lot of time and money in training, the impact is very low and this can be extremely frustrating. Learn how your employees can learn, retain and implement information in the workplace in this dynamic session.

### **Finance for Non-Financial Managers and Employees**

In organizations today, it is increasingly important for managers to be fiscally responsible. By increasing the non-financial employee’s knowledge of an organizations financials, they will gain the insight into the impact of their actions on the bottom line. This session will teach employees and managers how to look into financial statements from a “non” finance perspective.

### **Behavioral Interviewing: Getting the REAL Story**

Behavioral interviewing is said to be 55% predictive of a future on-the-job behavior whereas traditional interviewing is only 10% predictive. In this session, learn how you can increase the success rate of selecting the right candidate for each job every time.

## BIO

**Susan Ruhl** is known as a dynamic speaker who is adept at making complex topics more easily understood. Known for her entertaining style, she is often asked to speak to international audiences on topics such as Millennials and their impact on Future of Work, Effective development in the age of the Modern Learner and other leadership topics. As a former stay at home mom and founding partner of ICC, she brings a unique perspective to empower women to strive for their dreams no matter their age and have an impact in their workplace.

## DON'T TAKE OUR WORD FOR IT

*“My favorite thing about Susan’s presentation was... everything! The content, her engaging and personable attitude, her ability to make a complex topic understandable. Susan is very knowledgeable!”*

*“Susan took the “fear” out of finance for the average person, and encouraged me to have confidence in asking questions of my finance department- thank you!”*

*“Susan is relevant, engaging, and her delivery is unparalleled to any other speaker I’ve heard!”*