



**WOMEN'S
LEADERSHIP
SUMMIT
2010**



Municipal Management Association
of Northern California

Back to Basics



Sally Reed

Former County Administrator Officer of Los Angeles, Santa Clara, and Monterey Counties

Ms. Reed will bring her leadership perspectives to the table as our Opening Keynote Speaker and kick off our Executive Roundtable Sessions.

Why did you choose to speak at the Women's Leadership Summit?

I have always enjoyed the opportunity to encourage women / and all people , to fulfill their potential. In fact, I believe the most powerful way to improve the performance of an organization is to ramp up the level or quality of each contributor through growth and fulfillment. An event like the leadership summit offers an opportunity for women to learn from each other, share their successes and challenges, and builds connections that are the key to maximizing each person's options.

What do you hope that women who are seeking to lead in local government can take away from your discussion?

You individual ABCs that maximize your personal contribution.....

- A altitude, attitude, aptitude
- B balance, behaviors, beliefs
- C commitment, character, competencies

How do you see women applying what you're going to be sharing with them at the conference?

I will try to give short, easy to remember tools that keep the participants focused on career enhancing behaviors while overcoming obstacles that often interfere.