



THE
PERSIMMON
GROUP

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Pattye Moore & Scott Aylward

Stage Introduction:

It's time to lead from the heart, and to begin taking business personally.

That's the compelling message behind the programs of Pattye Moore and Scott Aylward, two former corporate presidents _ now co-authors and co-presenters _ who captivate audiences with powerful leadership lessons that can be practiced immediately back at the office. Sharing the philosophy behind their critically-acclaimed book, *Confessions from the Corner Office: 15 Instincts That Will Help Get You There*, this unique speaking duo is sure to inspire and motivate audience members.

Pattye Moore is the former president of Sonic Corp., the largest chain of quick-service drive-ins in the United States. During the 12 years Pattye was with Sonic, the company grew from less than \$900 million in sales with 1,100 restaurants to over \$3 billion in sales and more than 3,000 restaurants. Her successful track record at Sonic and her overall illustrious career has made Pattye a sought-after management consultant with The Persimmon Group LLC and also a member of several corporate boards. A leading authority on employee engagement, Pattye likewise engages the crowd with her stories of the valuable journey up the corporate ladder.

Scott Aylward is the former chairman and CEO of Barkley Advertising, the largest employee-owned advertising agency in the United States. His business portfolio gives him great insight that he shares with audiences, all with a dose of humor that will have participants laughing while learning. He truly practices what he preaches, continuing to put his heart into his work and realizing that it is not just ok, but important, to take business personally. Although they no longer spend 60-plus hours a week in the corner office, both Scott and Pattye are a testament to how emotionally intelligent leadership can transform careers and organizations – wisdom that has empowered corporate audiences from Dr. Pepper/Snappe to Boeing

For more information on these and other programs please contact:

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