

make a mark. rise above. get noticed.

Ask any executive what Fran Biderman Gross has done for their organization and this is what you'll hear. Known by her clients as "The Strategista," Fran has synthesized more than 20 years of marketing expertise into inspiring, actionable steps that every organization can quickly implement to help their individual departments, and their organizations, to get noticed.

By leading her clients on an intimate journey of brand discovery that unlocks their personal and organizational passions, Fran explores their core values, their mission, vision and the personal "WHY" that propels them as leaders to excel every day. She then transforms the essence of this unique discovery process into intensely creative branding, marketing and business campaigns suitable for application across all media. The results are extraordinary.

More than anyone, Fran knows this process is not always easy or direct. After losing her first husband to cancer in 2001, she was left to raise a son and daughter, both under the age of 12, and run their business alone. She was inspired by her grandmother's advice,

"Invest in yourself. You are your own best investment and the most determined person I know."

She immediately assumed the leadership of Advantages and grew it from a local printing business in New York City to a multi-million dollar powerhouse communications agency with national clients from the service, retail, manufacturing and not-for-profit sectors. Focusing on refining core values, unified messaging, and seamless integration of traditional and digital media, she has a proven track record of helping brands "get noticed." By telling authentic stories through purposeful marketing, she teaches brands how to leverage their organizational assets and amplify their reach. Their award-winning results are amazing.

Through it all, she remains a devoted wife and mother, now remarried to Yeeshai Gross, a Tony Award winning and Emmy-nominated producer, former client and father to their daughter Ariella.

"When you discover your WHY, your purpose, your business and your life fall into perfect alignment. My purpose is to help people discover theirs."

Fran Biderman-Gross



FRAN BIDERMAN-GROSS
Passionate & Purpose-Driven
Marketing Strategist

quick facts

- ▶ Graduate of the MIT Entrepreneurial Master's Program
- ▶ Graduate of Goldman Sachs 10,000 Small Businesses
- ▶ Active member of the Entrepreneurs' Organization (EO), and its Global Student Entrepreneur Awards, Accelerator program, and the EO2030 committee
- ▶ WBENC-certified business owner
- ▶ New York University Guest Lecturer and sought after speaker at entrepreneurial, women and industry-focused conferences and tradeshows

awards





the golden circle: how to discover your WHY and execute on your purpose

Simon Sinek, leadership expert, TED speaker and best selling author of Start With WHY, developed the Golden Circle. As one of his earliest adopters, Fran catapulted to success. Wishing to share her success with the world, Fran developed the first actionable Golden Circle Workshop to help everyone discover their WHY, create internal alignment with team members, vendors, suppliers and stakeholders and put it into action in every facet of an organization. Designed to create genuine “aha” moments from all in attendance, Fran guides participants on a journey to their inner selves and shows them how to leverage that knowledge to dynamically attract talent and opportunities and lead from their authentic selves. Leaders in business, government, education and non-profit benefit greatly from this presentation.

Take Aways

- ▶ Why purpose driven organizations go further, faster than those without a stated purpose
- ▶ Discovering your WHY
- ▶ Creating alignment across the organization
- ▶ Setting a purpose-driven plan of action

Formats

- ▶ 60 minute overview of the Golden Circle approach to purpose driven work
- ▶ 90 minute overview + discovery process to define your WHY
- ▶ 2.5 hour overview, discovery process to define your WHY and action plan for creating alignment at work
- ▶ Full day workshop

the pivot: overcoming incredible loss to emerge stronger

After losing her spouse and business partner to cancer, Fran was left to run her business and parent her 2 children under age 12 alone. In this talk, Fran elevates the conversation to move from survival mode to accepting a new normal, getting her groove back, and thriving in 'the new normal.' This is an important conversation for organizations experiencing changes, easy and tough ones, to emerge stronger than ever.

Take Aways

- ▶ Embracing the agony
- ▶ Thriving through challenging times
- ▶ Building support systems
- ▶ Reorganizing business life around "anchors and wings"

invest in yourself, you have all the right ingredients

Fran's grandmother was almost as famous for her chicken soup as she was for encouraging Fran and all of her grandchildren to "invest in yourself." In this presentation, Fran takes that message to the boardroom to discuss critical elements of motivation, confidence, inspiring others and breaking through plateaus.

Take Aways

- ▶ Know that you already have the ingredients for success, inside
- ▶ Don't talk about the work, DO it
- ▶ Believe in yourself. We are often more patient with others than we are with ourselves.
- ▶ Look around you; who else needs the Chicken Soup message. How lift the others around you.

just say yes -to the stuff that scares you

How do you take on a client that's 5x your total revenues? How do you summon the courage and avoid getting crushed by an enormous opportunity. In this presentation, Fran describes how businesses, entrepreneurs and organizational leaders can step up, create alignment, prep and embrace giant opportunities for massive success.

Take Aways

- ▶ When you outwardly display your inner confidence, the rooms feels it and believes it [even when you don't].
- ▶ Create alignment: Determining if the "big one" is the right one by defining the right goal.
- ▶ How to build systems and processes with a Sherpa mentality
- ▶ Structure will set you free: Calendars, StandUps and Fly-by's Oh My!
- ▶ Reinvesting in your team





Smithers Pira Digital Print for Packaging US 2016

Sept 6-7, 2016

Chicago, IL

The Geniecast Entrepreneur Series

June 10, 2016

Brooklyn, NY

EO Accelerator South Florida

Nov 12, 2015

Fort Lauderdale, FL

2015 EO Global Leadership Conference

May 3-5, 2015

San Diego, CA

Girls Aloud - Youth Empowerment

April 17, 2015

Ottawa, Canada

EO NJ Speech and Workshop

Feb 5, 2015

Livingston, NJ

EO Detroit Speech and Workshop

Nov 12, 2014

Detroit, MI

EO Montreal Speech and Workshop

Nov 7, 2014

Montreal, Canada

Leadership Workshop

October 11, 2012

York College, NY



Fran's unique genius is not only the ability to help her audience investigate, understand, and articulate their 'why', but to direct that Purpose toward actionable steps that can grow their businesses and change their lives."

Jack Daly

AUTHOR AND SERIAL ENTREPRENEUR

A workshop with Fran is a completely transformative experience. So often, our quarterly training is a rote process where the same generic ideas are expressed with zero inspiration and minimal practical application. Fran's tools for self-examination and exploration forced our team to dig deep and discover their 'why' within. In many cases, we found it was there all along, but it took a leader and visionary like Fran to bring it out of us and show us how to tap into that energy to provide us with new focus and drive.

Jacki

MONTREAL WORKSHOP ATTENDEE

Fran is the kind of speaker that reels you in from the very beginning but leaves you with practical, take-home activities that make sense. Any Fortune 500 companies should bring in Fran to discuss why they do what they do and employ the WHY process across their entire organization.

Yehuda Karkowsky

PRESIDENT, AMERICAS, AT LEARNOSITY

I never cease to be amazed by Fran – not just as a brilliant businesswoman but as an incredible human being. The passion and enthusiasm she brings to her workshops is extraordinary, but it's also the care and patience she shows to each individual participant, nurturing them through the process and creating specific connections that impact beyond the board room and inspire people's everyday lives.

JB

NEW JERSEY WORKSHOP ATTENDEE

When I talk about Fran Biderman-Gross, I talk about one of the great ladies I've had the pleasure to meet and know over the last many years. She is an authentic voice. She is someone who talks truth. She speaks to us in a way that allows us to unleash our inner power.

Warren Rustand

CEO, PROVIDENCE SERVICE CORP, ENTREPRENEUR &
WHITEHOUSE FELLOW

Thank you so much for working with me and for your dedication to helping me find my WHY. To me, a singular difference between achieving the true potential of something is the leader's ability to correctly communicate it – both externally and internally. You have the process to unlock it and it's amazing!

David Shafer

INNER CIRCLE

Inc.

advantages named to the inc. 500 list of america's fastest growing private companies

<http://www.advantages.net/media/pdf/Inc500PressRelease.pdf>

Inc.

why serving your company's true purpose matters

<http://www.inc.com/entrepreneurs-organization/why-serving-your-company-s-true-purpose-matters.html>

Inc.

lessons learned from my first time on the inc. 5000 list

<http://www.inc.com/entrepreneurs-organization/lessons-learned-from-my-first-time-on-the-inc-5000-list.html>

Inc.

the 50 best places to work in 2016

<http://www.inc.com/magazine/201606/inc-staff/best-workplaces-2016.html>

INTERNATIONAL
BUSINESS TIMES

advantages founder fran biderman gross wins smartceo brava! award

http://markets.ibtimes.com/ibtimes/news/read/30706536/advantages_founder_fran_biderman_gross_wins_smartceo_brava!_award

YAHOO!
FINANCE

fran biderman-gross named brand marketer of the year by queens chamber of commerce

<http://finance.yahoo.com/news/fran-biderman-gross-named-brand-130000540.html>