

Lisa Orrell, Chief Chick of Chickonomics, offers her colorful perspectives on topics and trends that impact and influence the economy, business, and society. Her insights focus on topics that impact women in general, as well as gender relations at work.

Lisa Orrell, Chief Chick of Chickonomics, is a professional speaker and author who strives to educate women, society, and the business world about essential evolutions in women's issues, and gender relations, that impact everyone. She has extensively studied the newest generation of young women entering the workforce which lead to her latest book about Millennial Professionals.

Her new book: *The 2007 Chickonomics™ Guide to Millennial Professionals: How to Successfully Recruit, Manage, and Motivate North America's Newest (And Most Unique!) Generation of Young Professionals* educates HR departments and Boomer/Gen X managers about the newest generation of chicks & guys entering the workforce.

Regardless of her topics, her sharp wit and interesting subjects keep everyone coming back for more of her Chickonomic insights!

Prior to launching her Chickonomics platform, Lisa was the Founder & President of an award-winning ad agency in Silicon Valley for 20 years. A true entrepreneur, she started her agency when she was 25 years old and has been a business owner ever since.

Online Press Kit: www.Chickonomics.PressKit247.com

**CONTACT LISA FOR YOUR NEXT
SHOW, STORY, OR SEGMENT:**

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Quick access to Lisa's Speaking Topics,
Chickonomics Blog, and Chickonomics Chat
Podcast Show: www.Chickonomics.com

Lisa Orrell

Chief Chick of Chickonomics™

- Speaker
- Author
- Observer



STORY & SHOW IDEAS

Here are a few general story & topic ideas that Lisa can provide expert commentary on:

MILLENNIAL (aka: Gen Y) TOPICS

- What Makes Millennial Professionals (chicks & guys) so unique?
- What challenges will GenX & Boomer bosses face with this new generation?
- What are common complaints bosses have about Millennial Professionals?
- How will Millennial Professionals influence future work environments?

WOMEN'S TOPICS

- The Chickonomics Movement: The growth of chick power in society... but are we backsliding?
- Working With Aliens: Communication differences between men & women at work
- Internal Chick Power™: How women can excel in their lives by tapping into their ICP
- Are work professional environments really becoming more female-friendly?
- Is the wage gap between men and women starting to close?
- Even though more women are graduating from college than men, and getting better grades, are they getting paid more upon graduation?
- Women (under) represented in the Media (as experts on news stories and news programs)

**CONTACT LISA FOR MORE
TOPICS & IDEAS!**