



## About Fran Zone

President of Zone Communication  
Creator of The Zone Method™



**Fran Zone** specializes in helping high potential achievers develop the skills required to become leaders who can influence, motivate, and inspire teams and other colleagues. An award-winning communication expert, keynote speaker, and executive coach, Fran helps clients become strategic and deliberate communicators who are capable of motivating teams while navigating office politics and business challenges.

All of Fran's work utilizes **The Zone Method™**, a program designed to motivate teams and individuals to an accelerated proficiency as influencers, presenters, confident navigators of office politics, and masters of the art of 'deliberate communication'. **The Zoned™** include White House staff, Fortune 500 leaders, TIME Inc., marketing and sales leaders, ABCTV, healthcare executives and NBC Olympics.

Committed to helping leaders **be** more, rather than merely **do** more, Fran created **stellarStarters**, a brief, thought-provoking message sent to subscribers on Monday mornings. Designed to jumpstart thinking for the week, it is read by Fortune 500 leaders, best-selling authors, media editors, top brand leaders and individuals who are ready to thrive on their own terms.

Fran's unique programs provide proven, immediate tools for successfully navigating the challenges and opportunities for compelling leadership. San Francisco-based Zone Communication was founded in 1991 and is a WBENC Certified 'Women's Business Enterprise'.



## Keynotes

Fran's keynotes are transformative and designed to compel action. Her presentations and workshops at corporate, industry and women's conferences are widely acclaimed as the best on the subject of leadership communication.

She is consistently the highest rated subject speaker wherever she appears and is regularly invited back, in some cases, over a dozen times. Fran was also recruited by Johnson & Johnson to create keynotes and workshops for their Women's Leadership Initiative (WLI) across their operating companies.

All of Fran's presentations feature **The Zone Method™**, a unique methodology for immediate action on all aspects of successful business leadership and communication.

## Keynote Appearances

- \* American Association of Advertising Agencies
- Bay Area Consultants Network
- Boeing
- ◇ California Governor's Conference for Women
- \* eWomen's Network – Focus on Building Small Businesses
- \* Genentech
- \* Johnson and Johnson Companies: Vistakon, Biosense Webster, Consumer Products, McNeil Pharmaceuticals, Advanced Sterilization Products, DePuy
- Johnson & Johnson's Women's Leadership Initiative March 8, 2012 – International Women's Day
- \* Kaiser Permanente
- Korn Ferry International
- Los Angeles Police Department
- Los Angeles Police Foundation
- \* Merrill Lynch
- National Forum for Women in Advertising
- ◇ Professional Business Women of CA (PBWC)
- Russian River Valley Winegrowers
- San Francisco Chamber of Commerce - delivered at the Commonwealth Club
- Silicon Valley Bank
- \* The Texas Conference for Women
- The Women in Leadership Summit Saatchi & Saatchi
- Women in International Security
- Women of Vision sponsored by Vistakon, a division of Johnson & Johnson Vision Care

- ◇ 10 or more Appearances
- \* More than One Appearance



## Keynote Topics

### Be Smart Out Loud

In a world of short attention spans and brief encounters, standing out from the pack requires the ability to be **Smart Out Loud** in real time. The Smart Out Loud know the right thing to say, when to say it, how to say it, and how to turn every interaction into an opportunity. The future belongs to them because they own the present.

### Create **stellarBeginnings\***

Most dreams and aspirations are dashed by not knowing how to begin them. First impressions take six times to change and are often squandered. Mastering the art of optimum first impressions is what stellarBeginnings\* and The Zone Method™ is all about. Fran shares real-time tools for seizing beginnings that open doors and begin life-changing relationships. Knowing how to start well inspires confidence, saves a lot of time, and accelerates success.

### Executive Presence

**80%** of all listening is visual. What we **see** tells us if there's anything in the picture worth hearing. What you wear, how you stand, the language you use, and the sound of your voice provide the basis for assumptions that will either remove obstacles – or create them on the spot. **Executive Presence** is the ability to look, sound, and listen in a way that showcases thinking and readiness to contribute and lead – in all venues, in real time. It is more than 'dressing for success'. This program provides the tools needed to dress, look, and behave like a contributor ready to **be more**.

### Stop Auditioning!™

Even the most committed achievers feel blocked or locked out of the race at some point and find themselves 'auditioning' for roles they should already have. Career growth depends on identifying what's in the way and moving beyond it. Old, bad habits tend to be the culprits, and if not addressed, will sideline potential leaders. This program helps high achievers jump off the 'prove yourself' treadmill and onto the 'be yourself' winners circle in real time. Stop Auditioning!™ makes it easy to identify marginalizing habits and provides tools to replace them with – permanently.



## Team Workshops

Zone Workshops deliver immediate results and are customized to meet team goals and objectives. Fran's keynotes often provide the framework for customized workshops to include an interactive, in-depth focus on team issues and opportunities.

Workshop programs include:

- Be Smart Out Loud
- Compelling Communication
- Create **stellarBeginnings\***
- Creating Team Language and Identity
- Executive Presence
- Leading In The Now
- Media Training
- Podium Presence
- Stop Auditioning!™

## Executive Coaching

Fran is a proven Fortune 500 good-to-great coach who 'Champions Champions' with tools designed to create sustainable success with customized one-on-one coaching. All coaching utilizes **The Zone Method™** and provides rising stars with a milestone blueprint for becoming compelling leaders and communicators.

Coaching sessions are not concurrent and take a step-by-step approach to building leadership skills and behaviors to assess scenarios effectively, and to provide the communication skills essential for valued leaders, presenters, and spokespersons.

All coaching programs include video feedback, roleplay, and speech performance development and critique for on-going, strategic results.



## Zone Custom Tools

### The Zone Method™

The Zone Method™ is a simple, step-by-step process for getting the outcomes you want, developing authentic leadership style, and delivering on the promise of you. Fran's **Zone Method™** tools are designed to motivate teams and individuals to an accelerated proficiency as influencers, presenters, confident navigators of office politics, and masters of the art of 'deliberate communication'. It is a fun, fast track methodology for being a compelling and valued contributor and leader. **The Zone Method™** is utilized by world leaders, CEOs, White House staff, Fortune 500 executives, magazine editors, sales professionals, and people ready to **be more**.

### stellarBeginnings\*

**StellarBeginnings\*** is a fast track approach to career goals and life objectives via the art of leveraged first impressions. First impressions take six times to change and are rarely forgotten. Focusing on what people remember is far more important than trying to impress them with what you know. The future depends not on what you know, but on how you capture people's imagination and memory. Fran's **stellarBeginnings\*** tools ensure every first impression is a stellar one that opens doors, inspires life-changing relationships, and allows you to **be more** without having to **do** more – in all situations.

### Stellar Starters

**StellarStarters** are brief, thought provoking messages delivered weekly to online subscribers and Zone clients. Each Starter is designed to inspire action while providing a jumpstart for focused and deliberate thinking. Fran's Starters are read every Monday by CEOs, Fortune 500 leaders, entrepreneurs, best-selling authors - and individuals ready to **be more**.



## Client Testimonials

### Clients Include:

- AAAA (American Association of Advertising Agencies)
- ABC Inc./Capital Cities
- Accenture
- Actelion Pharmaceuticals
- AT&T
- Boeing
- Chevron
- Del Monte Foods
- Dolby Laboratories
- Edwards Lifesciences
- Erasca
- Genentech Inc.
- Greater Bay Bancorp
- GSD&M Advertising
- Hearst Magazines Enterprises
- Jewish Community Federation of San Francisco
- Johnson & Johnson Companies
- Intel
- Kaiser Permanente
- Korn/Ferry International
- Los Angeles Police Department
- MedImmune
- NASCAR
- NBC Olympics
- Oracle PeopleSoft
- PBS
- Penguin Putman Publishing
- Principia Biopharma
- SBC
- Sony Style, Sony Pictures
- Southern California Edison
- State Farm Insurance Co.
- TenioBio
- Theravance Biopharma
- Time Inc.:
  - *RealSimple* Magazine
  - *Fortune/Money* Group
  - *InStyle* Magazine
  - *People* Magazine
- Universal Television
- Vatican Representatives, The Pope's 1987 U.S. Visit
- VSP Capital
- White House Staff
- W.R. Hambrecht + Co.
- Young & Rubicam



"Fran consults on leadership style for top executives nationally. Her communications programs are the best I've seen."

**John Mack Carter – Icon Editor and former President, Hearst Magazines Enterprises**



"Buckle your seatbelt. You are in for the ride of your life. Fran Zone is a phenomenon!"

**Congresswoman Jackie Speier**



"I love The Zone Method. There is no better way to fast-track your ability to define yourself professionally. Fran is your own personal private investigator--superbly talented in helping you locate your authentic voice and leadership style. She helped me remember that my career is only limited by how spectacularly I can imagine it."

**Michael Penn – MD PhD, Business Development, Genentech**



"A 'Zone Session' marks the beginning of optimizing your personal and professional future. Fran can brilliantly 'zone' your world, but she makes sure you define who you are and where you want to be. Fran has a unique, uncanny ability to help you define your next chapter and gives you the tools to write it."

**Susan Black – President & Chief Executive Officer, Pinnacle Bank**



"Fran has always been there to help me with my communication needs. She inspired my confidence and provided the tools to shape me into a leader."

**Bing Yao – Senior Vice President, MedImmune**



## Client Testimonials



**TIME**

"With voice, authority and the feeling of the fun of being me, let me say: Thank YOU! Your help was INVALUABLE."

**Martha Nelson – Editor, People Group, Time Inc.**



**VISTAKON**  
A DIVISION OF  
Johnson & Johnson Vision Care, Inc.

"I have received tremendous benefit from my experiences in working with Fran. The Zone Method™ and Fran's insights into the power of words has contributed to my strengths as an organizational leader. The ability to influence and inspire through compelling language is something that simply cannot be underestimated by leaders."

**Tom Roberts – VP, US Sales and Marketing, Vistakon a Johnson & Johnson Company**



**SOUTHERN CALIFORNIA  
EDISON**  
An EDISON INTERNATIONAL® Company

"Fran's authenticity and engaging style paired with her practical and compelling communication tools are a winning combination. If you're looking to take control of where you're going and how people see you, it's time to step in to The ZONE!"

**Paula Campbell – Manager, Southern California Edison**



**ALLERGAN**  
Medical

"Fran brings an invaluable and unique skill set to a myriad of business situations that I have encountered over the last 3 years spanning conference organization, marketing strategy, & organizational optimization. She gave me the tools I needed to expertly handle any situation which not only led to superior business results but personal professional success as well."

**Eric Wichems – Senior Product Manager, Breast Aesthetics, Allergan Medical**



## Client Testimonials



"Fran has made a positive difference in my life and adds value to so many leaders by sharing her spot-on observations. Her approach gave me an immediate impact in how I show up, personally and professionally. Her insight and honesty as a coach increased my awareness in situations, resulting in better outcomes."

**Maria Nieradka – Vice President, Global Logistics, Merck**



"Fran is a tour de force. She has a unique ability to provide keen insights about key decision-maker behavior in corporations/organizations and how to translate this into opportunity. I have learned how to enhance and optimize my effectiveness as a leader as a result of these insights and her coaching."

**Shehnaaz Suliman – Group Leader, Portfolio Management & Operations, Genentech**



"Fran is anything but boiler plate, cookie cutter or predictable. She's the rare pro at revealing what makes you tick and presenting yourself naturally and confidently."

**Ulrich Honighausen – President, Hausenware**



"I first saw Fran Zone at the California Governor's Conference and decided right then and there we needed her to bring The Zone Method™ to the LAPD. Her keynote for us was attended by over 700 LAPD personnel who gave her rave reviews, and, of course, want her to come back."

**Sharon Papa – Assistant Chief and Chief of Staff, LAPD**