

Sarah Hathorn

AICI CIP, CPBS

Keynotes
Seminars
Workshops

A career acceleration expert, Sarah Hathorn created the **Predictable Promotion System™**, a 10-step proprietary process she uses to coach managers aspiring to be directors, directors seeking vice presidential promotions, and VP's eager to ascend to the C-suite.

"Since Sarah has begun her coaching and workshops, we have seen a significant improvement in our employees' professional presence. The training is educational, inspiring and empowering!"

Larry Evans, CPA
Senior Member
Dixon Hughes Goodman, PLLC

illustraconsulting

Advancing Leaders In Record Time



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About Sarah Hathorn

Sarah Hathorn is the founding CEO of Illustra Consulting, the creator of the proprietary Predictable Promotion System™, and an active member of the National Speakers Association. She spent more than 25 years as a senior level executive for a Fortune 100 company and now focuses on helping others leverage their resources for comprehensive leadership development, exponential career success, and greater earning power with faster promotions.

Sarah shares her experience, insight, and innovative strategies and systems through high-content keynote presentations, interactive leadership development workshops, and dynamic women's leadership events. Each of her presentations can be individually tailored to the specific needs and objectives of individuals, teams, and companies. Participants come away from these engaging events with valuable and practical take-away tools, techniques, and adaptable solution-based concepts. Sarah inspires and empowers her audiences to become the CEOs of their own career destinies for accelerated performance plus tangible personal and professional success.

During her Fortune 100 tenure Sarah endured the tumultuous chaos of multiple corporate mergers, acquisitions, and downsizing initiatives. Despite those constant challenges she gained rapid promotions by helping colleagues and protégés develop into outstanding leaders of the highest caliber. She taught them how to navigate the treacherous times and transform adversity into rapid ascension up the corporate ladder. Today many of those same people occupy the highest and most prestigious leadership positions in Fortune 500 companies.

Sarah understands from firsthand experience the critical need for businesses to develop their leaders and high potentials NOW to enrich the talent pipeline for organizational sustainability and powerful competitive advantage.



"Sarah Hathorn gave a recent workshop at Home Depot for our Women's Affinity group. I was impressed with how she engaged the audience. Bottom line – if you are looking for an event I would highly recommend Sarah."

Susan O'Farrell
VP – Procurement & Asset
Management – Home Depot

"Sarah possesses a wealth of knowledge on executive presence topics. She delivered a powerful message. I highly recommend Sarah and hope to have her return again soon."

Brian Wholley – VP Global Sales-
Genesis Biosciences

"Thank you for our presentation to the Bain & Company Women's Group. Your presentation sparked conversation about how to assess and realize our own personal and corporate brand messages. You helped to make our event successful!"

Sunshine Yin
Bain & Company



Speaking Programs

Predictable Promotion: Will You Be Next? (Keynote)

- Stop being passed over for prized promotions and catapult your career higher, despite a harsh economic climate or fierce competition.
- Gain positive recognition and exposure up the corporate ladder by strategically promoting yourself to decision makers.
- Acquire a powerful leadership presence to rise to the top of the succession planning list and get promoted in record time.
- Accelerate your high-value potential and leverage it into rapid promotions and larger salaries and bonuses.

"I Don't Need a Wingman - I Need a Leader."

- Meet the challenges of the future with succession-listed leaders who are fully prepared and developed now, not later.
- Identify and transform high achievers into high potentials and high potentials into outstanding executive leaders.
- Develop a multi-dimensional leadership presence through proven steps that add poise, performance, influence, and value.
- Shoulder greater responsibility, contribute innovative ideas, gain powerful credibility, and put your compelling vision into practical action to impact the bottom line.

The X Factor: Empowering Women to Lead the 21st Century

- Leverage the uniquely powerful and positive leadership attributes of women as their X-chromosome factor rapidly reshapes the global business arena with women at the helm.
- Develop an empowered leadership presence, authentic personal brand, and the ability to deliver extraordinary results with remarkable poise and grace under pressure.
- Bring out the best in others to develop high potentials and accelerated performance teams that support your leadership as a woman rapidly ascending the corporate ladder.
- Exude the confidence, charisma, and capability needed to lead and inspire people, organizations, and industries into the future of a new century.

Leading by Design: The Power of the Strategic Leadership Brand

- Develop a memorable, persuasive, personal and professional leadership brand to inspire high performance teams, influence elite clientele, and command today's competitive global companies.
- Leverage the synergy of a strategic executive brand and intentional leadership presence. Empower yourself and your organization in positive, resonant ways to distinguish you from the crowd and add higher value and sustainable market advantage.
- Coincide corporate brand initiatives with the leadership develop process to consolidate the impact and image of your message. Fuel your succession planning pipeline, connect to your target audience, and attract more clients and higher caliber industry talent.
- Silently and universally communicate your brand 24 hours a day with reliable consistence, tangible ROI, and the confidence and poise expected of leading organizations and demanded of their top leaders.

Attitude + Latitude = Magnitude



Accomplishments & Credentials

- Former Senior Level Fortune 100 Company Executive
- Active Member, National Speakers Association
- Founding CEO, Illustra Consulting
- Creator, The Predictable Promotion System™
- Certified Image Professional
- Certified Personal Brand Strategist. REACH
- 360° Assessment and Online Strategist, REACH
- Past President, Atlanta Chapter of Association of Image Consultants International
- Alumni, Leadership Gwinnett Chamber of Commerce
- Graduate, Federated Department Stores Leadership Institute
- Faculty Member, Linkage Women in Leadership Global Summit
- Master Trainer, London Image Institute

Education

B.A. Business Administration – Otterbein University

Partial Client List

McDonalds, Bain & Company, CR Bard, Dixon-Hughes PLLC, General Electric, Genesis Biosciences, Home Depot, National Oilwell Varco, Northwestern Mutual Financial Network, Omni Hotel, Teradata, Association of Image Consultants International Convention, Hinman Dental Convention, Linkage Women's Leadership Summit.

Featured in: Money Magazine, New York Times, CNNMoney, Forbes.com

Sarah Hathorn, AICI CIP, CPBS

CEO & Founder

Illustra Consulting

Creator of The Predictable Promotion System™

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