



For Immediate Release:

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Likeability - Key to Business Success?

Consider for a moment. How important do you think likeability is when it comes to being successful in business? As it turns out, both scientific research and anecdotal evidence confirms that likeability is a key factor when it comes to success, both in our professional and personal lives. But just what is likeability? How do you determine your own Likeability-Factor? And what can you do to boost your L-Factor when it comes up short?

Get the answer to those questions and more when the Heart of the Ozarks Chapter of Professional & Business Women hosts Jennie Ayers, Senior Partner of BoldWork. Join us on **Wednesday, February 1, 2012, from 5:30 – 7:30 p.m. at Inn at Grand Glaize, 5142 Osage Beach Parkway, Osage Beach, MO 65065.**

As a certified coach, Jennie specializes in helping companies create healthy work climates that boost employee engagement and performance and positively impact the bottom line. She develops management and leadership skills in frontline employees. Jennie also focuses on communication issues, including coaching couples who want to improve the way in which they relate to one another.

For further information regarding PBW visit www.pbwlakeoftheozarks.org or contact Michelle Cook at (573) 964-1008. To make reservations, contact Tammy Rosenthal at tammy@francampbell.com or (573) 302-2390. Cost for the meeting, which includes dinner, is \$15.00.

The mission of the Heart of the Ozarks chapter of Professional & Business Women is to enhance women's lives professionally, politically and personally. If you'd like to meet other professional women here in the Lake Area, please join us on February 1, 2012 at Inn at Grand Glaize.