

LIZABETH WESELY-CASELLA

A LEADING EXPERT IN INTERNAL COMMUNICATIONS PROCESS, ADMINISTRATIVE SYSTEMS DEVELOPMENT, AND SENIOR-LEVEL EXECUTIVE SUPPORT



ABOUT LIZABETH

Lizabeth Wesely-Casella is the organizational right hand for high-impact leaders who want to reclaim focus on the big picture when their administrative and communication processes break down.

Lizabeth Wesely-Casella is the Founder and CEO of L-12 Services LLC, a firm specializing in internal communications training, online business management, and executive virtual assistance.

She is a skilled strategic advisor who specializes in increased efficiency and effectiveness, enabling businesses to overcome challenges related to scaling, process systems breakdown, and workflow management.

Lizabeth has over 20 years of experience as an administrator and policy and programming consultant. Her work has contributed to successful project outcomes in federal health policy, international program development, and non-profit grassroots management.

In 2014 Lizabeth organized, and lead process and

communication change for First Lady Michelle Obama's signature program Let's Move!. Today, she uses her communication, collaboration, and LEAN process design skills to identify where businesses can overcome challenges related to scaling, process systems breakdown, and workflow management.

Lizabeth calls on her vast range of experience to pass along insights in areas such as change management, administrative systems analysis, internal communications training, and policy development.

Lizabeth helps clients regain the headspace they need to think creatively and become the leaders that their organizations deserve. She holds a BS in business administration and a master certificate in LEAN Six Sigma. She is a member of the American Society for Quality (ASQ), the Association of Virtual Assistants (AVA), and Alpha Sigma Lambda (ASL).

Contact Lizabeth for corporate training, podcast, or speaking engage. Please send an email to info@l12services.com or schedule a call by visiting <https://l12services.com>.



KEYNOTE TALKS

Million Dollar Partnership: Secrets of How the Most Successful Leaders Work with Their EAs and VAs.

The single most profitable business relationship you will ever have is also one of the most overlooked and undervalued: your relationship with your executive assistant. Get this partnership wrong, and you waste both time and money. But get this it right and you'll triple your impact not only with a second set of hands, but a second brain.

In this super-practical and highly actionable talk, Lizabeth Wesely-Casella guides you through key steps to take in order to nail this lucrative and life-changing partnership. She shares tips on how to identify and hire the assistant who is most compatible with you, and make the most of their talents right from the start.

Audience members will discover how to create the most productive relationship possible with their EA by improving their delegating skills and brainstorming new ways to use their talents beyond the usual administrative tasks. They'll also gain inspiration on how to start thinking about their EA as a long-term partner poised to develop the organizational knowledge and memory to excel as project managers and strategic advisors.

OTHER KEYNOTES INCLUDE

Successful & Insightful

Communication: How designing the right communications policy will make you money and leverage your team.

Streamlined: How Organizations Can Recognize Administrative Inefficiencies and Take Action to Overcome Them.

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