

The Azara Group



Empowering Leaders. Influencing Change.



Message from the CEO:

In our monthly newsletters, we share our latest articles and updates. We want you to take charge of your future by giving you tools to become a stronger leader. Our goal is to help you flourish and share what makes people thrive!

*Regards,
Fatimah Gilliam*

LATEST ARTICLES

Recovering from PR Disasters - Can Athletes Bounce Back?



Professional athletes live their lives in the open and not just on the field. For star athletes, any scandal that tarnishes their brand can have significant financial and reputational impact – from being cut from the team and banned from play to losing endorsements and the love of their fans.

IN THIS ISSUE

Recovering from PR Disasters -
Can Athletes Bounce Back?

4 Tips for Your Mid-Year
Performance Review

Thought Leader Spotlight

...and much more!

THOUGHT LEADER SPOTLIGHT



Meet [Susan Lyne](#), President and Managing Director of AOL's BBG Ventures.

Click [here](#) to read Susan's insights about leadership, being an influencer, and her career.

SPEAKER SPOTLIGHT

The recent events with tennis pro Maria Sharapova and her two-year suspension for doping is just the latest example of an athlete facing a career-ending scandal. Can Sharapova bounce back from this? How can athletes recover from very public missteps?

[Read the full article here...](#)

4 Tips for Your Mid-Year Review



The summer often marks the mid-year review season. Many companies will begin the process of doing performance reviews. These evaluations provide a way for employees to get feedback on their contribution, and discuss goals and growth with their managers.

It is critical to prepare for mid-year reviews. Similar to our previous advice on getting your [career on track](#) and tips on [kick-starting](#) your career, you need a plan and strategy for these evaluations.

Read our four tips to help you navigate your mid-year review.

[Read the full article here...](#)

COMPANY UPDATES



Speaking Appearance



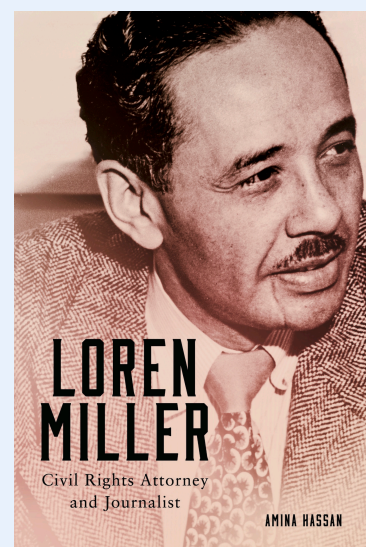
Our Welcome Video



On June 23rd, The Azara Group's Founder & CEO - Fatimah Gilliam - moderated a discussion with Johnson Publishing Company's CEO Desiree Rogers at an event hosted by Dow Jones and the New York Wellesley Club.

Click [here](#) to learn more.

BOOK RELEASE



Last fall, Amina Hassan's book on the life of civil rights attorney Loren Miller was published. She is our company researcher and consultant.

Click [here](#) to learn more.

Order it today!

To see Amina's new website about her book, click [here](#).

Click [here](#) to read a review in the Library Journal, which calls this book:

"A recommended work that adds to the corpus of civil rights and offers a rich portrait of a central figure in the related struggle."

In June, both Fatimah Gilliam and Amina Hassan spoke at various events. They will continue to speak at events in the coming months.

Learn more about having us speak at your event or organization [here](#).

Check out our company video.

Watch our video [here](#).

Learn more about The Azara Group [here](#).



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