



NEXT Women: Thrive – October Edition



What is adaptability at work?

Business leaders and organizations are lauding flexibility and adaptability for team management and individual work styles. But what does being adaptable really mean? This month NEXT Women explores characteristics of adaptability, including building resilience, problem solving and increasing productivity. See highlights from the [NEXT Women in Sales](#) session at this year's Forward Conference, where flexibility is discussed as a necessary leadership skill.

— Abby Auerbach, Chief Communications Officer & Executive Director,
NEXT Women, TVB



Women in Sales at Forward Conference 2022

NEXT WOMEN IN SALES
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Abby Auerbach EVP, Chief Communications Officer, TVB; Executive Director, NEXT Women	Barb Brancato Local Business Strategy Manager KEZI-TV, Allen Media Broadcasting	Denise Galiber VP, Director of Sales Katz Media Group	Jennifer Scilabro SVP Digital Sales, Local Nexstar Digital

Themes covered during the NEXT Women in Sales session included flexibility, creativity, and professional development – all essential to being successful at sales. Abby led the discussion, exploring opportunities and challenges sales execs face right now. Removing the silo between digital and TV to sell video holistically was a dominant theme; sales execs need to adapt quickly, learn about the tech and products, and use that knowledge for multiplatform selling.

[View the 30-min session on-demand here](#)



Friday 10/28 Coffee With Catherine Badalamente



COFFEE with...

Catherine Badalamente

President & Chief Executive Officer
Graham Media Group

Friday, October 28, 2022 | 11:30a (ET)



Grab a cup of coffee and join **Abby Auerbach** for a 15 minute conversation with **Catherine Badalamente**, President & Chief Executive Officer, Graham Media Group. Catherine and Abby discussed career development, DEI initiatives, mentorship, and share leadership insights with NEXT women.

[VOD Available Here](#)



"Ask NEXT Women!"

Each month we feature a question from you, the NEXT Women community. You can submit your questions anonymously, [here](#).

Dear NEXT Women,

I'd like to be proactive about my professional development and continue to grow as a team leader and colleague. Flexibility seems to be the buzzword of 2022 - what are ways I can enhance my flexibility at work and why is it important?

— Director in Detroit

Dear Director,

*Being adaptable at work is the ability to respond effectively to a variety of situations and challenges. You can develop skills to help you adapt. The [Center for Creative Leadership](#) breaks it down into 3 areas: **Cognitive adaptability** (hone your decision making process to think through different outcome possibilities); **emotional adaptability** (accept and connect with colleagues while understanding everyone has different personalities and thinking styles); and **personality adaptability** (see the full picture, including flaws & opportunities).*

— NEXT Women



What We're Reading

[How Adaptability Helps You 'Bounce Forwards' at Work](#)

— *Sophia Epstein, BBC*

[Leadership skills of the future – do you need to be a superhero?](#)

— *Suzanna de Baca, Business Record*

[Raising the Resilience of Your Organization](#)

— *Dana Maor, Michael Park, and Brooke Weddle, McKinsey & Company*



NEXT Women Soundbite

“We have to be nimble and flexible in everything we do. We have to be flexible in our ad campaigns when talking to advertisers and we have to be flexible as sellers and leaders of our teams. We cannot stay in one place for too long.”

— [Barb Brancato, Local Business Strategy Manager, KEZI-TV, Allen Media Broadcasting](#)



Advancing Women

[Share promotions & initiatives with us to feature here:](#)

[Ashley Parker Named GM of Graham's KSAT](#)

[Kristie Gong Promoted To KCRA-KQCA Director Of Research And Programming](#)

[Alliance For Women In Media To Honor Seven Female Leaders At Gracies Leadership Awards](#)



Contact Us

Now +1,700 members strong, [NEXT Women](#) helps identify, prepare and advocate for women in the local broadcast television industry as they advance to leadership roles.



[Let us know](#) about women who'd welcome an invite to the NEXT Women community. Thanks to the generous support of WideOrbit there is no fee to join.



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