

**Elise Russell is sharing her story at:**



# BEHAVE BOLDLY



**Elise Russell is creating a cultural shift by living life on her own terms.**

She's a quick-witted creative director and writer known for her twisted sense of humour, attention to detail and sass. Her work has been recognized by many of the world's top advertising award shows, including the most coveted three: Cannes, D&AD and The One Show.

Often called candid, blunt and ballsy, Elise is a woman of action who prefers a cut-to-the-chase approach. She has no patience for unnecessary meetings or people that talk in circles, so she told traditional agency life to take a hike and launched Pony Friday: a hybrid creative marketing boutique and motivational lifestyle brand. Elise currently devotes her energy, enthusiasm and leadership to Pony Friday by collaborating with likeminded creatives to produce bold communication for a growing list of clients and fun merchandise that appeals to anyone who strives to behave boldly.

**Her audience will learn the five keys to behaving boldly: knowing your personal truth, unlocking your drive, trusting your intuition, having courage and being tenacious.**

## TALK: Behave Boldly

Elise Russell is about sticking her neck out to win. In 2012, she quit her job as an award-winning advertising creative to be an entrepreneur. It wasn't a soft transition; she didn't have a plan. She simply wanted to have more fun and work when she felt inspired, not force her own creative hand in the conventional nine-to-five machine. Elise's only safety net is her ability to produce under pressure. She believes in trusting her creative intuition, growing ideas like wildflowers and allowing things to evolve. She sets time aside to let her subconscious percolate and hands struggles over to her inner muse to resolve and spice up.

Elise will share how she protects her creative path above all else and share the gains of jumping in with both feet. There are advantages to going out on your own—without a backup plan. Learn why she believes that few things are more sacred than being true to your inner creative and having the courage to chase down your dreams. You'll be inspired to go for it.

**Target Audience: Creatives & Entrepreneurs**

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