



## *Personal Branding Power For Emerging Leaders*

*A recent study revealed that a shocking 77% of companies do NOT have enough successors to their current senior managers!*

How do the emerging leaders in your organization or professional association develop and promote the strongest professional portfolio of successes so that they can play and win at the next leadership level?

**Personal Branding Power**, the popular career acceleration seminar for professionals developed by Personal Branding expert David Samuel, provides the professionals in your organization with proven actionable strategies to take control of their career advancement and attract the best career growth opportunities in 2007.

Deliverable as a 90 minute interactive seminar, or as an in-depth full day workshop, Personal Branding Power reveals the best career acceleration secrets of successful business leaders. Following these powerful strategies, professionals will:

- Envision and create a compelling personal brand
- Develop the key attributes that make their personal brand unique and highly valued in the market
- Learn to promote their personal brand in ways that will attract the best career growth opportunities, TODAY

This exciting program is built on a foundation of the four career acceleration phases (Plan, Develop, Promote, Connect) and reviews the most effective strategies within each phase. The key learning outcomes for emerging leaders include:

<b>Plan</b>	How to assess the value that is most in demand in today's professional market and the value that you provide
<b>Develop</b>	How to strengthen your existing expertise and develop new expertise that creates the best professional value to the organization
<b>Promote</b>	How to proactively manage your personal brand to attract the best career growth opportunities
<b>Connect</b>	How to build and use your professional network to further accelerate the impact of your personal brand

Registration for the workshop version of the program includes a copy of David's powerful e-book: *Personal Branding Power: 65 Proven Strategies for Accelerated Career Growth* for each participant.

Introduce this compelling program to your organization's next monthly meeting or annual conference. Your members will extract concrete value from these concepts and put them to immediate use in their career advancement plans.