



YOU, Inc
New Rules of Engagement
for Emerging Leaders

Personal Accountability Empowerment Workshop

It's time for you to grab the wheel! In today's demand-driven market, you are rewarded for being a competitive provider of high value services to your organization and to its stakeholders. In order to consistently win in this environment, you must explode the traditional employer/employee paradigm and reframe your view of yourself.

The new relationship between you and your company now calls for much higher levels of your personal accountability than ever before, and it goes well beyond just managing your own 401k plan. All the key aspects of your career, including advancement strategies, skills development, performance, rewards, personal branding, wealth creation and personal fulfillment are all yours to own and control. You've got to take the initiative to make this happen. Are you prepared for this level of personal accountability?

This exciting, full day workshop will help you to adopt an entrepreneurial viewpoint of your professional career, effectively enabling you to "outsource yourself within" your current role. The highly interactive workshop provides today's knowledge professionals with a deeper understanding of the opportunities, benefits and expectations associated with this different paradigm. You will walk away with best practice examples and an actionable roadmap to put **You** in charge of **You**.

"What's in it for Me?"

- Explore the new implicit loyalty contract and what it means for reciprocal value between you and your organization
- Develop a personal skills development strategy based on a self-directed learning approach
- Learn about the most effective "career steroids" to drive higher performance and career success
- Develop a strategy for maximizing your personal brand and marketing approach
- Learn to recognize, protect and leverage your personal intellectual property
- Understand the priorities of self-directed wealth creation
- Learn how to build and maintain your personal advocacy/advisory network
- Learn how to optimize your personal operating infrastructure to maximize effectiveness