

Differentiating Your Leadership Brand™

**Uniquely designed to help individuals
apply strategies and tactics which will identify
and demonstrate
their differentiating talents and
leadership capability!**



OVERVIEW:

Realizing one's full potential is not easy for most professionals. And not being able to do so frequently leads to personal frustration as well as incalculable losses in opportunity, efficiency, and productivity.

The "Differentiating Your Leadership Brand" workshop is designed to assist organizations with developing and retaining their top talent. This powerful experience helps participants both accelerate their influence as leaders and more significantly impact their organization's goals and bottom line. They will experience real world practice that can be immediately applied in their current role.

Participants will:

- Learn about the world of elite, differentiated leaders – what it is, why they should care, and how to become one
- Assess the current level and value of their contributions to their organization, through experiential case studies and personal/professional introspection
- Discover, develop, and learn to sustain their leadership brand
- Master professional reputation management - understanding how to and the importance of cultivating relationships via a diverse, professional network
- Increase their level of brand-agility - Become more savvy on how to navigate strengthening, repairing and course-correcting their leadership brand
- Understand the implications of achieving a differentiated brand and embrace taking ownership for proactively managing their career

Organizational benefits include:

- Increased quality of employee impact and innovation
- Reduced attrition rate of valued staff and associated replacement costs
- Stronger leadership bench strength
- Increased employee morale and engagement

ADDITIONAL NOTES:

Target Audience: Professionals in the workforce >3 years

Maximum number of workshop participants: 15

Workshop Length: Standard workshop designed as a 1 1/2-day workshop; Customizable for intact groups or teams

Recommended Add-on Component: Intact offering of **S.W.A.T. Leadership Mentoring Circles** (peer groups of top performing individuals, each of whom are working on a major company or career challenge and have a strong desire to increase their leadership impact and brand)

Facts Which Make You Say "Hmmm. . . ."



- Organizations with the highest quality leaders are 13 times more likely to outperform their competition in financial performance, quality of products & services, employee engagement and customer satisfaction. –Haploos
- 25% of high potentials said they planned to change jobs within the next 12 months. –WorldatWork
- 80% of organizations feel that turnover of key talent is extremely expensive. –WorldatWork
- Top performing leaders outperform average leaders by 50%. –Haploos
- 1 in 3 high potential employees admit to not putting their all into their job. –Harvard Business Review
- The average company loses \$1M for every 10 employees who leave. –Saratoga Institute

CONTACT US TODAY!