



CONSULTANT  
SPEAKER  
RESEARCHER  
AUTHOR  
COACH

HIGH-POTENTIAL  
LEADERSHIP

LEADERSHIP  
EXECUTION  
ACUMEN

LEADERSHIP  
BRANDING

HUMAN  
RESOURCES  
STRATEGY

MEGATRENDS  
IN THE  
WORKPLACE

CAREER  
GROWTH &  
PROGRESSION

PROPOSED TOPIC | OPTION 1:

## HOW TO LEAD AT THE TOP OF YOUR GAME

### Everyone has a "game."

Your "game" is your area of specialty, dominance, or expertise in which you naturally thrive. Unfortunately, very few individuals or companies are successful in carving out a niche where they are perceived as being elite leaders, and it has been Karan's life's work to understand the root causes as to why.

As a veteran leadership development and human resources executive of Fortune 100 corporations, and as **one of the few African-American women researchers on high-potential leader development**, Karan used her research findings of over 10K global high-potential leaders and organizations, **to pinpoint how they rose to the top of their game in their profession or industry.**

She also explored how these elite leaders overcame any inhibitors they faced in order to still rise to the pinnacle of success that only 5% of the population ever achieves.

**Her discovery included 3 simple, yet powerful, findings:** *Leaders become elite by mastering . . .*

- **DISRUPTING "THE GAME":** Providing *differentiating value* to an urgent, unmet need.
- **OWNING "THE GAME":** Honing the execution of your craft/expertise. There are 7 leadership tactics which dramatically increase the probability of success of any leadership effort or initiative:
  1. LEADING WITH **INTELLECTUAL HORSEPOWER**
  2. LEADING WITH **COURAGEOUS AGILITY**
  3. LEADING WITH **STRATEGIC DECISION-MAKING**
  4. LEADING WITH **INTRAPRENEURSHIP**
  5. LEADING WITH **A DRIVE FOR RESULTS**
  6. LEADING WITH **EXECUTIVE PRESENCE**
  7. LEADING WITH **STAKEHOLDER SAVVY**
- **BRANDING "THE GAME":** Solidifying your reputation as the go-to leader in your area of expertise



### AUDIENCE TAKEAWAYS:

Allow Karan to captivate your audience by sharing:

- how, with only a little effort, individuals can transform their strengths into invaluable differentiators
- how individuals & organizations across the world use the seven tactics to create cultures where leadership impact, influence, and collaboration thrives at all levels

# Karan Ferrell-Rhodes

## EXPERT IN LEADING THE "PEOPLE SIDE OF BUSINESS"

Karan is a subject matter expert in **up-leveling leadership capability** & **optimizing workforces to do their best work**



In the world of work, we find that the shifts required in leader behavior today can be daunting. Successful leaders must transform into "execution wizards", who are able to respond in the moment to frequently changing workplace and industry dynamics.

You don't want to miss out on Karan assisting your audience to master the behaviors which will increase their impact, build their own legend of raving fans, and help them to lead at the top of their game!

*Take a sneak peek into Karan's full signature leadership development system:*



THE BOOK



THE ASSESSMENT



THE REPORT



THE WORKSHOP



THE ACCELERATOR



THE COACHING



THE PODCAST

Companies and industries are changing by the nanosecond in order to survive in today's world.

Developing and preparing your top talent to be capable to lead through the challenges of both today AND tomorrow is a huge priority for most organizations.

However, most old approaches have proven to be outdated and expensive, with a low return on investment.

Based on her research involving over 10K leaders and her curation of today's hottest megatrends occurring in the world of work, you will join Karan in "peeking around corners" to assess key drivers of the future that most professionals have missed or not yet considered.

Learn about the hot topics of focus that you should immediately infuse into your people strategy, to prepare your organization to remain industry and market competitive both in the short and long-term.

## PROPOSED TOPIC | OPTION 2:

# CURRENT MEGATRENDS IN THE WORLD OF WORK



### AUDIENCE TAKEAWAYS:

- Allow Karan to captivate your audience by sharing:
- Insights on the hottest megatrends currently occurring in the world of work
  - How to ensure relevant trends are infused into your strategic planning process



## MEET KARAN

**Karan Ferrell-Rhodes** is an organizational psychologist, leadership development strategist, HR consultant, researcher and the CEO of **Shockingly Different Leadership**, a global human capital professional services firm that helps corporations execute business-critical People, Learning & Culture initiatives. Karan is also the founder of

**NOTABLE**, a private leader network for Director/General Manager-level leaders.

A renowned coach for executive and high-potential leaders, Karan is the author of the book, **Lead at the Top of Your Game**, host of the **Lead at the Top of Your Game Podcast** and is a frequent contributor on leadership strategies on **Forbes.com**. Her research has provided insights to numerous organizations on what it takes to tap into the talents, passions and collective genius of a workforce, in order to empower rapid but valuable leadership initiatives.

Immediately before following her passion to share her consulting gifts on a more global scale, Karan held numerous leadership positions at the Microsoft Corporation during her 13-year tenure, including leading the human capital strategy for 6 Corporate Vice Presidents and leading the Microsoft Global High Potential Leadership Development Programs, which were ranked in the top 5 global programs by Fortune Magazine, Leadership Excellence, the Best Practices in Leadership Institute, and Workforce Magazine.

When not traveling the globe, Karan resides in Atlanta, Georgia with her husband, daughter and fur-pup, Pappi. She enjoys serving on numerous non-profit boards, planning intimate dinners with family & friends, watching professional sports, and dreaming of one day becoming a movie critic and sommelier.

“Karan, you were a rock star today! You did a remarkable job today defining and challenging us. Kudos to you. Keep your spirit and great attitude!”

- Diane Fennig, SHRM conference attendee



## SAMPLE OF KARAN'S HAPPY CLIENTS - BOTH BIG & SMALL

Meta - IHG - Global Talent Summit - eSecuritel - British Petroleum  
Washington Football Team - Coca-Cola - SHRM-Atlanta- Linkage - Empirix  
Toast - EY - Cox Automotive - Oakland A's - San Jose Earthquakes - SREB  
Catalant - Emory University - Brightstar - Success Magazine - NSBE - NABA  
AACA - Target - Sealed Air - Lightcast - KKR - Atlanta Braves - The Home Depot - CalSHRM - NBAF - Grain Management

### TRAVELS FROM:

- Atlanta, Georgia

### EXPENSES:

- Flat rate travel expenses within the US but outside of Atlanta are \$1750, with at least a 3 weeks notice (covers air, ground transportation, meals, and incidentals; hotel expenses are separate)
- Client is asked to book and pre-pay for hotel accommodations. Hotel preferences include Marriott, Westin, Hyatt, W, or similar.
- International travel expenses require business class air, ground transportation, meals, incidentals, plus at least 4-star hotel accommodations.

### PAYMENT:

- All checks should be payable to "Shockingly Different". Direct deposit and credit/debit cards also accepted. A W-9 with Federal Tax ID will be provided.

### A/V NEEDS:

- Wireless Lavalier
- LCD projector and screen
- Laptop equipped for sound and video output (Karan will bring her presentation on a flash drive)
- Wireless microphones for audiences greater than 50 people
- Sound and A/V Check at least 1½ hours before presentation

### OTHER:

- A pre-event conference call between Karan and the client is required to discuss content in order to personalize the experience. Video recordings of Karan's session requires advance approval. She requires a copy of all videos and photos within 30 days of the event.

### FEES:

- **Please contact for scoping session and price estimate.**

## LOGISTICS

BOOK KARAN NOW  
OR  
CONNECT WITH KARAN

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- 📞 404-431-6113
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- 📘 facebook.com/shockinglydifferent
- 🌐 linkedin.com/in/karanrhodes
- 📺 shockinglydifferent & narak1908
- 📺 youtube.com/ShockinglyDifferent







# Karan Ferrell-Rhodes

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**up-leveling leadership  
capability**  
&  
**optimizing workforces  
to do their best work**



Take a sneak  
peek into  
Karan's full  
signature  
leadership  
development  
system:

CONSULTANT  
SPEAKER  
RESEARCHER  
AUTHOR  
COACH

PROPOSED TOPIC:

## HOW TO BUILD A LEADERSHIP BRAND THAT ACCELELERATES GROWTH & IGNITES NEW OPPORTUNITIES

Savvy individuals who are able to **transform their personal brand into a leadership brand** have the highest probability of achieving accelerated growth, increased influence and a reputation as the go-to leader in their area of expertise.

However, unfortunately, most people don't know what a leadership brand truly is, much less how to build one.

As *one of the few African-American women researchers on high-potential leader development and leadership branding*, Karan used her research findings involving over 10K high-performing leaders, **to pinpoint how they rose to the top of their game in their profession or industry.**

Her discovery included simple, yet powerful, findings!

You don't want to miss out on Karan assisting your audience to master the behaviors which will increase their impact, build their own legend of raving fans, and help them to lead at the top of their game!



### AUDIENCE TAKEAWAYS:

Allow Karan to captivate your audience by sharing:

- The common traits of a **"Leadership Brand Rockstar"**
- How, with only a little effort, individuals can transform their strengths into an invaluable **Unique Differentiation Proposition (UDP)**
- The 4-step process, called **The Influence Journey**, which is key to building an impeccable leadership brand
- A tool, the **Leadership Brand Pinwheel**, which will help you build your own leadership branding strategy and story



<http://DevelopingYourGame.com>



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