



# 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**



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

### PROPOSED TOPIC:

## HOW TO BUILD AND IGNITE A LEADERSHIP BRAND THAT ATTRACTS RAVING FANS WHO ARE DYING TO BUY

CONSULTANT  
SPEAKER  
RESEARCHER  
AUTHOR  
COACH

Savvy entrepreneurs who are able to transform their business' personal brand into a leadership brand have the highest probability of dramatically increasing revenues and being considered as the go-to leader in their industry.

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

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

Her discovery included simple, yet powerful, findings!

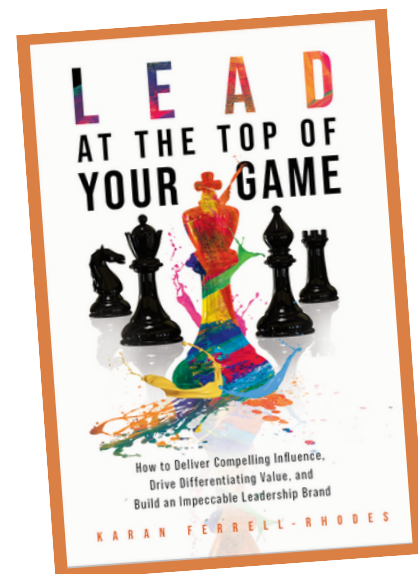
You don't want to miss out on Karan assisting your audience to master the behaviors which will increase their impact, build their own legend of raving fans, and help them to lead at the top of their game!



### 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>

## MEET KARAN

**Karan Ferrell-Rhodes** is an organizational psychologist, HR & leadership development expert, researcher and the Founder 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 network for high-performing leaders.

A renowned researcher and coach for executive & high-potential leaders, Karan is the author of the book, **Lead at the Top of Your Game: how to deliver compelling influence, drive differentiating value and build and impeccable leadership brand**. She is also the 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, UMass-Amherst Foundation

#### 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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