

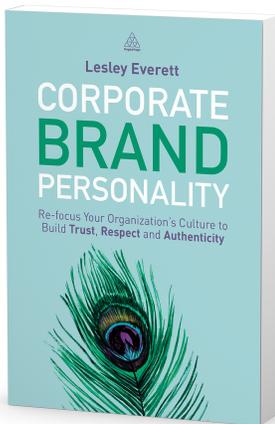


# LEADERSHIP USA<sup>®</sup>

## FEATURED FACULTY

### MONTHLY MEMBERSHIP SEMINAR

## Managing My Career with Personal Branding: A Practical Methodology for Stepping Up with Impact and Taking Control of Your Career



This program provides participants with a proven personal branding system, the framework and tools to accelerate your career, and clarify, develop and project your own authentic Brand Me. The objective being that you become well-known for your area of expertise and what you bring to your teams and the organization as a whole. You will learn valuable techniques to package your brand, manage the perceptions of others and a strategy to build visibility & profile internally and externally for greater personal impact. We'll be covering development of your own back-story and brand statement that position you clearly in relevant networks and social media.

### **Lesley Everett, FPSA, PSAE** (PSA UK equivalent to CSP and CPAE Hall of Fame)

Lesley Everett is an international professional speaker and specialist on personal branding. She created the Walking TALL Methodology 16 years ago and has presented the system in 26 countries across 5 continents to date to many FTSE 100 companies and global organizations. She is the published author of 3 books and over 250 articles in publications around the world. She has been taken into the confidences of many C-Suite executives, politicians and celebrities as a speaker and coach. She is Past President of the Global Speakers Federation (2014) and lives in Monterey, CA.



### **Date To Be Determined**

**Registration: 8:30 AM | Session: 9:00 AM - 2:30 PM**

### **The Curtis Ballroom at the Landmark**

**5345 Landmark Place, Greenwood Village, CO 80111**

### **Competencies:**

Career Management, Executive Presence, Influence/Persuasion

**Most Appropriate:** Level 2

**Next Appropriate:** Level 3