



Is your individual and/or team's value to the organization and marketplace clear?

How much "brand equity" and effectiveness are you losing without taking a more holistic approach to leveraging your authority and expertise?

The VITAL™ Leader Forum

MAY 16, 2014 - SPECIAL PROGRAM

IMPROVING YOUR EXECUTIVE & TEAM LEADERSHIP BRAND FOR VALUE, EFFECTIVENESS AND IMPROVED MARKET VISIBILITY

WHO SHOULD ATTEND: C-Level and Top Functional Leaders, Professional Service Firm Partners, Leadership and Executive Development Heads, HR, Marketing, Business Owners

9:00 AM - 11:00 AM EMPLOYERS GROUP HEADQUARTERS, EL SEGUNDO, CA
(8:00am Doors open, refreshments)



Faculty:

Scott Hamilton, CEO ENPI
Victor Bullara, World Class HR Certified Master Coach
Jayson Duncan, CEO Miller Farm Media

Register now!

www.enpinstitute.com/events

LEARN PRACTICAL SKILLS TO INCREASE YOUR PERSONAL AND TEAM MARKET VALUE

- ▶ How to identify leadership "differentiators" for improved team, customer and market effectiveness - avoid becoming a "commodity"
- ▶ How to avoid cultural and political minefields
- ▶ Why you must update your personal brand for improved market value, visibility and team effectiveness (presence & impact)
- ▶ 5 key elements to defining yourself as an authority and expert
- ▶ How to best leverage & manage multi-media (video, social media, speaking)
- ▶ Includes 100 day plan of action and VITAL™ assessment
- ▶ How to use multi-rater feedback to enhance brand equity
- ▶ Featuring actual case studies from CEOs and senior executives



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