

**EXECUTIVE
EDUCATION**

Win-Win: Leveraging Alignment of your Personal Leadership Brand with Corporate Values



LEADERSHIP

CONSULTATIVE

PARTNERSHIP

TRANSFORMATIVE

Join Dianne Carmichael, President of Carmichael Worldwide Inc. and Chairman, Advisory Board of Best Doctors Canada, to both create your personal leadership brand and align it with corporate values, mission and objectives for increased professional success and enhanced business bottom-lines.

FEBRUARY 15

8:30 am – 4:00 pm

FEBRUARY 16

8:30 am – 1:00 pm

\$1590.00 +HST

Participants will:

- Experience a deep, introspective understanding of their strengths, emotional intelligence and personal leadership brand through the use of a variety of assessment tools prior to attending the course.
- Develop a conscious, focused strategy for personal branding in a global economy leveraging Web 2.0 platforms allowing them to stake a claim as inspired, go-to thought leaders.
- Create and align their personal leadership brand with corporate values, mission and vision for increased professional success and enhanced corporate bottom-lines: a mutual win-win.

REGISTER NOW

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For additional information on this workshop and other Executive Education programs offered please visit our website or contact 905-525-9140 x23917, farrond@mcmaster.ca

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