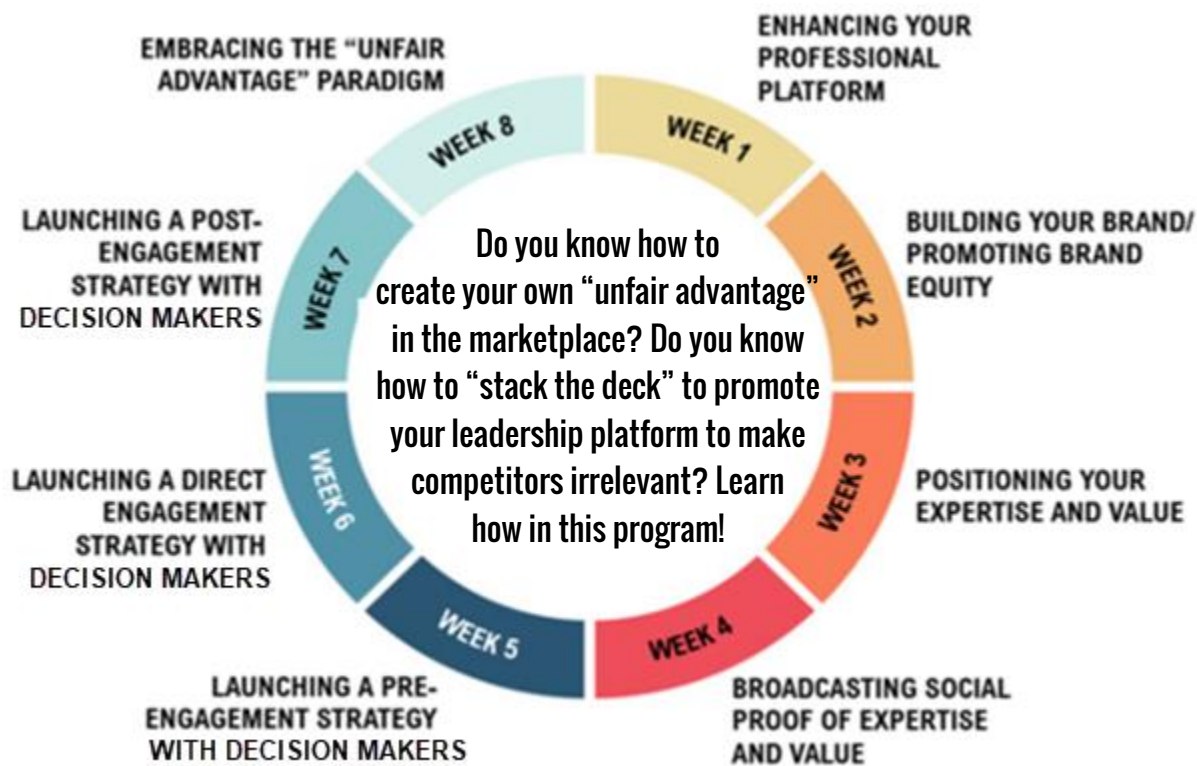


Building Your Leadership Platform and Brand Equity for Success



The **Building Your Leadership Platform and Brand Equity for Success** program you exactly what you need to say and what you need to do to move your leadership forward. You won't be in a better position to leverage your expertise, your value, or your experience as your leadership progresses to positions of greater authority, responsibility, and accountability.

There's no better time than NOW to prepare to come out of the gate strong so that you:

- **Get into the heads of decision makers** to keep your branded value and expertise top of mind and head up the “preferred leader” list.
- **Raise your likeability factor with decision makers** to rise above the chatter and noise from your internal or external competitors.
- **Lock down an iron-clad strategy** with your stellar accomplishments and professional platform to snag the interest, attention and preference of decision makers.
- **Sell the future benefits of your branded expertise** to give decision makers no choice but to give serious consideration to your leadership.

- **Incorporate advanced brand strategies** to let decision makers know they're getting the problem solver and solutions provider who can help them get what they want or need.
- **Fine-tune your performance strategy** to provide the right responses to questions and ask questions that put YOU in future scenarios working with decision makers.
- **Seal the deal with a post-discussion strategy** to allow social proof of your expertise to resonate with decision makers.
- **Apply 6 key personal characteristics** to enjoy a successful, rewarding career.

What You'll Get From This Program

- You'll improve your visibility, develop your authority positioning, grow your influence, and refine your audience **to get heard, get noticed, and get results.**
- You'll learn which brand-building activities best serve you goals and learn how to **get others to boost your brand equity.**
- You'll learn how to create killer value propositions that lead decision makers to ask you for more information while **increasing your influence with others.**
- You'll learn how to generate social proof of your value and expertise through LinkedIn endorsements and testimonials to **boost your authority positioning.**
- You'll learn how to engage with decision makers on social media on issues they care about and **build a strong associative memory model with them.**
- You'll learn how to apply the "Trojan Horse Technique" to elevate your odds of not only being on the short list for positions requiring more accountability, authority, and responsibility, but of **being the leader of choice.**
- You'll learn how to integrate the elements of E.P.I.C. Results[®] (Enhancing Performance, Influence, and Connection) in your own platform to help you **step up to Influencer and Thought Leader status.**

Building Your Leadership Platform and Brand Equity for Success Topics

- **Enhancing Your Professional Platform:** So you can solidify your authority and expertise in the marketplace that decision makers and hiring managers need.
- **Building Your Brand/Promoting Your Brand Equity:** Designed to build the value of your branded value and expertise influencers are always looking for.

- **Positioning Your Expertise and Value:** Ensuring that decision makers understand how the future value of your expertise as a problem solver will serve their needs with an achievement-focused, benefit-forward résumé.
- **Broadcasting Social Proof of Your Branded Value and Expertise:** Building and promoting your intellectual property so that decision makers are aware of how your proven track record of accomplishment is something they need to help them be successful in a competitive marketplace.
- **Launching a Pre-Engagement Strategy:** Learn the approaches, tools, and techniques to connect with decision makers and executives to create rapport, familiarity, and trust long before you meet directly in person.
- **Launching a Direct Engagement Strategy:** Apply “pre-suasion” approaches in direct meetings (in person or via video platforms) with decision makers that have them envisioning you already working together with them.
- **Launching a Post Engagement Strategy:** Discover the fail-safe method Donn created that has helped hundreds of people get on the decision maker’s short list—and even get hired!
- **Embracing the Unfair Advantage Paradigm:** Learn what it takes to reduce your competition to irrelevant “also-rans” and get you to the front of the line or top of the list.

Program Options:

Self-paced Online Course Only:	\$995
Online Course with unlimited 24-week email access to Donn:	\$1,595
Online Course with 24-week email access + ten 30-minute 1:1 coaching calls:	\$2,995
Virtual 90-minute association chapter presentation:	\$2,500
Virtual half-day live presentation or optional videos + live Zoom calls*:	\$5,500
Bundled Keynote with 90-minute Breakout session:	(call for details)

Available as a pre- or post-conference full-day in-person hands-on program or two-day in-house corporate program for up to 25 emerging leaders (call for details)

**Optional videos + live Zoom calls: Three videos shown every other week alternating with three live 90-minute Zoom calls over 6 weeks. See website for details.*