



THE USHEROFF INSTITUTE



Projecting Personal Leadership *Surefire Strategies for Maximizing Impact and Influence*

The Usheroff Institute is pleased to announce our new public program "Projecting Personal Leadership."

This program puts you on the fast track to future career opportunities. It expands your impact, honors your individuality and illuminates your own unique brand.

After all, you've already built an impressive foundation of success on your own.

Now, The Usheroff Institute empowers you with the tools you need to take the steps necessary for fireproofing your position or advancing to the next level. You'll leave with a take-charge attitude and renewed confidence and enthusiasm.

HOW YOU WILL BENEFIT

- Identify the critical success factors for managing your career and influencing your key stakeholders.
- Develop heightened "emotional intelligence" using interpersonal influence skills to communicate, listen and resolve conflicts.
- Learn how to become your own PR agent to market your talents and increase your visibility.

Projecting Personal Leadership is specifically designed to lead you to take control of your career path, present a winning executive presence and capitalize on your expertise. It provides proven techniques for helping you promote your unique brand while projecting a leadership style both appealing and inspiring.

You'll receive practical, hands-on training for engaging and influencing people. You'll learn strategies for becoming a more compelling communicator, from the subliminal messages you send to the words you speak. You'll discover how to network with ease, broaden your visibility and enhance your business protocol "savvy."

Unique Features

For the opportunity to build upon your progress, you will receive a 3 month follow up from Roz Usheroff.

Each participant will become a member of The Usheroff Institute's virtual family and receive eletters to insure continued support.

Who Should Attend

Professionals at all levels seeking to strengthen their interpersonal effectiveness and communicate with greater influence

When:

Wednesday, June 27 and Thursday, June 28, 2007 Philadelphia, USA

Includes a personal one hour follow up coaching session with Roz Usheroff.

Three or more registrants from the same organization will be eligible for a discount.

Please contact Jan Giffin for more details.

Email: jan@usheroff.com Tel: 905-427-9266

PROGRAM FOCUS

Distinguishing Yourself

Leadership Presence

- How to market yourself consistently

- Define the winning qualities of a leader
- Explore behaviors that drive success
- Draft your own "personal branding" vision statement
- Develop strategies to ensure continuity and consistency between message and delivery

Impression Management

- How to command a room

- Master the art of first impressions
- Analyze the impact of subliminal messages
- Project confident body language
- Adopt rapport-building strategies
- Develop a framework for working a room with ease

Network Entrepreneurship

- How to create greater visibility

- Understand the dynamics of building alliances (Networker Expander Process)
- Identify and capitalize on opportunities
- Learn how to be strategic without playing politics

Business Protocol Savvy

- How to be comfortable in business/social settings

- ABC's of dining etiquette in 2007
- How to entertain with polish
- Cultivate the art of golf etiquette
- Learn the art of introductions/handshaking
- Practice email and voice mail etiquette

The Power of Persuasive Communication

Messaging for Greater Impact

- How to think on your feet

Understand the structure of persuasion

- Discover the inner process of making judgments and decisions
- Adopt a strategy for group versus individual persuasion
- How to "see with your ears and hear with your eyes"

Hypnotic Language 101

- What is "hypnotic language"?
- How language affects thoughts and decision-making
- Understand key motivational traits that can be triggered by language

Winning Platform Skills

- How to present with impact

A “Blueprint” for powerful presentations

- How to open and close with impact
- How to hold attention from start to finish
- Learn the power of storytelling

The science of non-verbal communication

- Learn strategic movement
- How to accurately read the non-verbal cues of others
- Appreciate the psychology of judgment and decision-making

How to Promote Your Intellectual Capital

Differential Advantage

- How to capitalize on your expertise for distinction

- Discover your unique talents to create brand distinction
- Determine investment needed to promote and capitalize on your expertise
- Learn how to leverage your expertise for influence and impact

Fireproofing Your Career

Navigating for Success

- How to create career opportunities

- Identify the top four winning behaviors
- Recognize the pitfalls for mismanaging careers
- Utilize techniques for playing “relationship roulette”
- Create opportunities for promoting your personal brand with comfort

90-Day Commitment

- Develop a plan of action to fuel your continuing professional development

To register or for more information:
Please contact Jan Giffin for more details.
Email: jan@usheroff.com Tel: 905-427-9266