

Marketing Brand YOU®: Breakthrough Boot Camp for Career Success Practical Strategies for Powerful Professional Growth

Are you ready to secure the career opportunity you *really* desire? Let us help you:

- √ Establish a solid foundation and a strong start without making common career missteps
- √ Increase earnings potential by connecting with clients who value what you offer
- √ Maximize career performance with intentional brand marketing and high visibility opportunities
- √ Create powerful partnerships with proven and successful leaders and organizations
- √ Position your brand for your desired career opportunities by consistently delivering with excellence
- √ Develop a career growth strategy that remains relevant in any economic environment

VIRTUAL SESSIONS: 10/13, 10/20, 11/3 & 11/10 @ 7 PM EDT

- (4) weekly Master Coaching sessions with a link to the recording for your convenience
- Engaging facilitators who will answer questions, address concerns and support your success
- Laser e-mail coaching to support your specific needs in between our weekly sessions; and MUCH MORE, including assessments and templates!

MAXIMIZE YOUR POTENTIAL in the following core areas:

- BE the Brand— Effective Leadership
- Getting it Done—Goal Alignment and Execution
- 5 Ps of Professional Branding
- Power Partnerships - Relationship Development
- Mastering Your Virtual Presence
- A Road Map for Success— Career Vision & Planning
- Proof of Performance—Professional Portfolio
- Count on Consistency—Performance Excellence
- Forget the Pitch—Value-Based Conversations
- Low-cost, High-impact Marketing Tips that Work

[Click here to register online today!](#)

Early Bird Special—\$129 with EAGLE coupon code (Reg. \$159) - Good through 9/29/2011

Telephone inquiries and registrations: 877-264-7699 (toll free); E-mail inquiries to info@TheBatieGroup.com

Workshop Facilitators



LaFern K. Batie, MBA, SPHR is a Business Strategist and Executive Coach with The Batie Group, a business consulting and leadership development firm. With 25 years of business experience with Fortune 500 companies, mid-sized and small businesses, LaFern is known for her solid leadership, business acumen and delivering tangible results in the most challenging circumstances. LaFern works with business owners and organizational leaders across diverse industries to maximize their potential. In addition to authoring *Marketing Brand YOU®: Moving from Chaos to Clarity*, LaFern is a certified professional coach, professional speaker, member of the National Speakers Association and serves in various business and community leadership roles. LaFern earned her Bachelor of Science in Accounting from Salisbury University and an MBA from the University of Maryland.



Kelley F. Cornish, MA, CCDP, is a Diversity and Talent Management Strategist and former president of Philly SHRM. Kelley is a trusted advisor to clients including executives and their employees on human resource initiatives. Prior to consulting with LeadingNEXT, Kelley served as an HR leader with the Children's Hospital of Philadelphia (CHOP). During her tenure there, she launched the award-winning CHOP INSIGHTS Forum™, a development program for emerging leaders. Kelley's professional career includes senior leadership in marketing and development in the banking and nonprofit arenas. Certified as a diversity professional (CCDP) by Cornell University and 360° Leadership facilitator, Kelley is pursuing her Global Professional in Human Resources (GPHR) certification. She holds a Masters in HR Management from Webster University and a Bachelor's in Business Administration from the University of South Carolina.