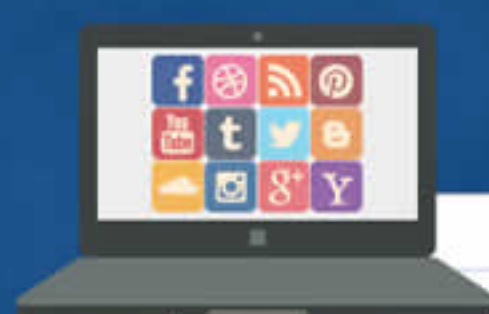


LEADERSHIP BRANDS THAT CONTRIBUTE TO MARKET & ORGANIZATIONAL VALUE



ARE YOU **VITAL** TO YOUR ORGANIZATION AND CLIENTS?
DOES YOUR PERSONAL LEADERSHIP BRAND SHOWCASE YOUR VALUE

V ALUABLE	- UNIQUE & RARE
I MPACTIONAL	- MEASURABLE RESULTS, ROI, PROJECT COMPLETION
T RANSSPARENT	- IN JUDGEMENTS, DECISION MAKING, STRATEGY, VISION
A CCESIBLE	- AFFIRMATIVE, ADAPTIVE TO CHANGE & ENVIRONMENT
L EVERAGED	- GREAT AT COLLABORATION ACROSS THE ORGANIZATION



49% COMPANY REPUTATION IS ATTRIBUTED TO ITS CEO REPUTATION AND **68%** MARKET VALUE IS ATTRIBUTED TO COMPANY REPUTATION

82% OF CONSUMERS TRUST A COMPANY MORE IF ITS CEO & SENIOR LEADERSHIP ARE ACTIVE IN SOCIAL MEDIA

78% OF RECRUITERS GOOGLE YOU AND **63%** LOOK INTO YOUR SOCIAL MEDIA PROFILES



NEXT PRACTICE

VITAL LEADER 100



IMPLEMENTATION

VIRTUAL SUPPORT FOR YOUR BRAND

- WEBSITE / BLOG DESIGN & ADMINISTRATION
- BLOGGING / CONTENT CREATION, PRESS RELEASES & DISTRIBUTION
- SOCIAL MEDIA, EMAIL MARKETING, AND NEWSLETTERS
- LEADERSHIP SUPPORT (SPEAKING ENGAGEMENTS)



THE VITAL LEADER FORUM

May 16, 2014 - Special Program

**INDIVIDUAL AND TEAM LEADERSHIP BRANDS
THAT MARKETS & EMPLOYERS VALUE**

LEARN PRACTICAL SKILLS TO INCREASE YOUR PERSONAL AND TEAMMARKET VALUE

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



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