

# The Exceptional Search Consultant

## Building Your Personal Brand

### Where and When Is It?

Chicago, IL: October 3-5, 2010

### Program Overview

Your two days out of the market will provide you with a total immersion in the key elements needed to build your personal brand. You will look at your elevator pitch and your personal brand promise. Also, you will look closely at some of the industry's best practices related to Sales Effectiveness, Building Client Reputation and The Ideal Search.

The program has been designed to foster a highly participative environment with exercises that reinforce all aspects of the program content.

### Program Value

- Explore your unique personal brand
- Learn how to use your personal brand to increase awareness of "you"
- Strengthen your professional reputation and status
- Expand your network of valuable contacts

### Why should I attend?

This program is designed for search consultants who want to define a distinctive personal brand and learn how to use it for competitive advantage. This program helps committed professionals win more client assignments, earn higher fees and build lasting, rewarding client relationships.

### Keynote Speaker

TBD

*"After exploring my personal brand during this program, I now have one that highlights my unique value proposition in the market. My new elevator pitch finally differentiates me from other search consultants."*

*Robin Singleton – Executive Vice President, DHR International*

### Who should attend?

Revenue-generating retained executive search consultants who have been in the business for at least three years.

### Program Benefits and Features

You will develop a unique 30-second elevator speech, a personal brand "promise" summarizing the value offering and personal attributes that underpin your individual personal brand. You will create a work plan to bring your personal brand to life through the channels and mechanisms most appropriate for you. And, you will walk away with valuable best practices related to Sales Effectiveness, Client Reputation and Search Execution.

Other program features include:

- Personal interaction and networking with peers and search industry leaders
- Additional 2-day offerings available

### Program Cost

- US \$3,595 for early registrations by September 7
- US \$3,895 for registrations after September 7

### The Constituent Survey<sup>SM</sup>

An optional add-on to the program is The Constituent Survey<sup>SM</sup>. This is a proprietary tool that provides you with confidential feedback reflecting the perceptions of a broad array of people who are directly related to your success in executive search. Working with a certified professional coach, you will learn how the feedback highlights your strengths and identifies areas where you can take action to enhance your professional reputation.

When purchased separately, The Constituent Survey is US \$1,995. When bundled with this program, you pay only US \$1,495.

### Program Cost with The Constituent Survey<sup>SM</sup>

- US \$5,090 for early registrations by September 7
- US \$5,390 for registrations after September 7

### How To Register

- Email us at [canaan.ridge@canaanridge.com](mailto:canaan.ridge@canaanridge.com)
- Or, call us at +1 (203) 972-3334
- US \$1,000 non-refundable deposit due upon registration
- Remaining balance due by September 17, 2010