



## Ready to Be a Thought Leader?

Within their fields, thought leaders are sources of inspiration and innovation. They have the gift of harnessing their expertise and their networks to make their innovative thoughts real and easy to replicate, sparking sustainable change and even creating movements around their ideas.

Why become a thought leader? No matter where you are in your career, thought leadership is the key that unlocks a whole new level of professional accomplishment and achievement as well as career and personal satisfaction.

If you are ready to increase your influence, expand your impact and become a trusted change agent and thought leader in your niche, this program is for you.

## Chock full of best practices, tools and success stories.

- Learn the insider secrets of successful change agents and the 7 key steps to make your own successful transition from leader to thought leader.
- Understand how to use thought leadership to gain visibility for you, your team and your ideas across your company and your industry.
- Gain inspiration and best practices from the stories of others who

**Format:** Keynote, workshop (2 hour, half-day, full-day), or full-year program offered in monthly segments.



## Ready to Be a Thought Leader? 7-Step Framework

### RECENT TESTIMONIALS

**Denise delivers a captivating presentation, using both practical pointers and real-life anecdotes in a way that makes her audience eager to begin practicing her recommendations.**

- Mona Sabet

Corporate VP, Cadence and Co-Founder Women in Licensing (WiLPower) program

Denise is a knowledgeable and dynamic speaker! Her session was informative and thought provoking for our members. There were many requests to invite her back.

- Patricia McFarland, MS, RN, FAAN

CEO, Association of California Nurse Leaders

You did a terrific job. Excellent program, well received by our members. The attendees were extremely engaged and interested throughout.

- Michael J. Shpizner

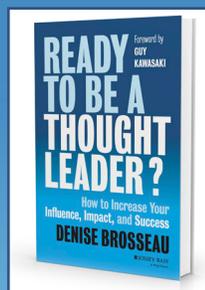
Co-chair, Association of Corporate Council

Your presentation received top reviews from our TechLeaders audience! Given that the room was filled with tenured professors from top universities, as well as industry leaders, that is really saying something!

- Telle Whitney

CEO, Anita Borg Institute

**Denise Brosseau** is the founder and CEO of Thought Leadership Lab where she works with executives and entrepreneurs who want to build their visibility, credibility and thought leadership to enhance their professional success. Her clients include leaders and their teams from Apple, Genentech and KPMG as well as startup CEOs, partners in professional service firms and



nonprofit executives. Denise also co-founded Springboard Enterprises, the prestigious women's start-up launch pad that has led to over \$6 billion in funding for women entrepreneurs. She speaks to corporations, associations and groups nationwide and is a frequent guest blogger for Inc.com, ChicCEO and Salesforce.

Denise has an MBA from Stanford and is the author of *Ready to Be a Thought Leader?* from Wiley/Jossey-Bass. In 2012, she was

honored by the White House as a Champion of Change.

**Book Denise Today!  
Call 650-241-1523**

# Career-Life Strategies: LOOKING AHEAD

Career Life Strategies: Looking Ahead focuses on career planning and personal choices. The objective of the session is to provide participants:

- A better understanding of career decision making & how to gain support for your career
- A clearer picture of how to integrate personal and professional priorities
- Guidance on what it takes to be successful
- A network of colleagues to stay connected to, share best practices and provide support

Participants receive guidance and a framework for clarifying professional and personal goals. The program also provides criteria for personal accountability. Highly interactive, providing participants with opportunities throughout the day to share successes, challenges and best practices.

# The Program Consists of Four Modules including:

- **Navigating Career Advancement:**  
Understanding strengths & weaknesses, building a personal board of directors, discovering “Lean In” opportunities, importance of professional development
- **Having Courageous/Difficult Conversations:**  
How to ask for what you want, when and how to self-promote, overcoming objections/dealing with ‘no’
- **Personal Brand/Professional Reputation:**  
What is a personal brand, what factors impact a first impression and build a lasting reputation
- **Planning for the Future:**  
Setting priorities and objectives, strategies/best practices to achieve results, overcoming obstacles & getting unstuck

**Format:** Keynote, workshop (half-day, full-day). This program can be customized with different topics related to an organization’s goals.

## Other Popular Topics

### 7 Strategies of Influential Leaders

Do you want to be someone whose voice is heard? Are you ready for a seat at the table? In this talk, we will explore seven strategies of influential leaders, with examples from many different industries, communities and areas of expertise. One part inspiration, one part strategy and three parts actionable ideas you can take away and put to work immediately.

Keynote, workshop  
(2 hour, half-day, full day)

### Find Your Driving Passion: What Motivates You To Lead?

The best way to stay motivated as a leader is to tap into your own What If? future - the world you envision as possible that you are committed to make real. In this session, you'll learn how other leaders have identified and tapped into their own drive and created a What If? future that inspired their team, community or organization to achieve against all odds...and how you can, too!

Keynote, workshop  
(1.5 hours to half-day)

### Harness the Power of LinkedIn

LinkedIn is the best way for professionals to showcase their talents and thought leadership efforts in a way that brings strategic opportunities right to their door. In this program, we demystify the key features of LinkedIn by showing an actual makeover of a profile - from flat to fabulous. We also explore how to use keywords, updates and InMail features to engage with others in your ecosystem and assure you are ‘discoverable’ with conference organizers, editors and media outlets.

Keynote, workshop  
(1 hour to 3 hours)

## Representative Clients



*Amplify Your Impact, Multiply Your Influence, and Leave a Legacy That Matters*

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