



Professional & Management Training Courses

The MEARIE Group is taking The Brand Within™ on the Road!

Rated as the #1 session at the 2009 Risk Management Conference, as well as a brand new session in the 2010 Professional and Management Training Program, The Brand Within™: The Leadership Revolution is coming to your LDC.

Never before has Leadership within an LDC been so vital, but mobilizing a workforce in a constant changing environment takes more than just organizational strategy—it takes superior leadership. Great leaders understand that managing your personal brand and reputation is critical to team success. Now you can learn the secrets behind this new breed of leader.

The Brand Within™: The Leadership Revolution is fully customized to meet the challenges and needs of your LDC Management and Supervisory team. Whether at your office or an offsite location, The MEARIE Group and The Brand Within™ Facilitator Gerald McGroarty are proud to bring this unique and innovative leadership session right to your doorstep.

What You Will Learn

- 5-Step Strategy to building your own personal leadership brand.
- How the world's most famous people brands and business titans leverage their reputations for personal and organizational success.
- How 'perception is reality' and the impact reality has on productivity.

- A clear understanding of how 'derailing your brand' impacts you and your LDC stakeholders.
- How to align your personal brand with organizational strategy.
- The Art and Science of connecting with people.
- How to apply the 'Starbucks Brand Experience' to every element of the work environment.
- How organizational success fuels personal opportunities.

How The Brand Within Works

The Brand Within™: The Leadership Revolution is customized based on the needs, challenges and issues facing each individual LDC. Depending on the agreed upon objectives between the LDC and the facilitators, this highly experiential and interactive program can be delivered as a multiple or single-day session. Preferred group sizes range from 10-40.

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The Brand Within™ presentation to our management staff truly provided a welcome basis for self-improvement. In the middle of all the chaos, it was refreshing to step back and realize we are all masters of our own destiny through the way we portray ourselves and the way we look at challenges. Re-affirming that our own values are in alignment with those of the organization is a good measure of fit, but being perceived to 'live' those values is the true test of integrity. As leadership staff we can inspire as we release this self-awareness and professionally.

Brad Randall
President and CEO
Norfolk Power



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Join the MEARIE Group Roadshow and The Brand Within™ today!

The Brand Within™ also includes the option of two state-of-the-art psychometric profiling tools. Management Pro™ and EQ Pro™ assess the factors that allow managers and leaders to effectively manage people and performance and are excellent tools in creating high performing teams.

Who Should Attend

Managers, supervisors and anyone who is looking to enhance their leadership skills.

To Register

Costs for this one-day course are based on customization of program, number of participants and LDC location. To discuss how we can bring The Brand Within™: The Leadership Revolution to your hometown please call Penny Charette at 905-265-5320 or Winnie Chan at 905-265-5332.

I was delighted to participate in a seminar delivered by Gerald on the subject of 'Managing Your Reputation'. I was completely inspired by his style of delivery and his frank and straight forward approach. Gerald's message and coaching will inspire and motivate leaders who aim to transform organizational cultures and enhance performance in measurable ways. I would not hesitate to recommend Gerald if your organization seeks to improve and adapt to the ever changing business landscape while protecting its brand in the change process.

Dragica Grbavac
Executive Director

International Centre for Operational Risk Management

The MEARIE Group is committed to providing leadership solutions to our members. We're excited to take one of our featured leadership sessions from this year's Professional and Management Training Program to your LDC doorstep.

The Brand Within™ was created by Brandon Taylor Consulting and is facilitated by Gerald McGroarty.

Gerald is a leadership and performance coach with over 25 years of leadership experience.

Among their many clients, Brandon Taylor Consulting has worked with a number of organizations in the energy sector. For more information visit www.thebrandwithin.com

For information on delivery of other Professional and Management training programs to your office, email Winnie Chan at wchan@mearie.ca or visit us on line at www.mearie.ca