

Free Briefing!



Harnessing the Power of Leadership Charisma

Could your leaders benefit from more charisma?

Did you know that the word "Charisma" comes from an ancient Greek term that referred to a *mysterious quality* that enthralled others and made people want to follow them? The good news for leaders today is that the veil of mystery has been lifted! We now know that Charisma is simply the impact of a wide variety of behaviors. And because charisma is derived from behavior, it can be measured – and it can be cultivated.

Why does this matter? Because anyone who supervises or leads people has an enormous impact on employee engagement, for better or worse. There is an inextricable link between leadership charisma and employee engagement, and both have a direct, proven impact on an organization's vitality, success, and profitability.

In this session we'll learn what behaviors are most tightly linked with Leadership Charisma and review some practical steps for helping the managers in your organization enhance their Charisma--that special quality of leadership that captures the popular imagination and inspires allegiance and devotion!

Whitney Martin of ProActive Consulting, our consulting partner from Profiles International, will outline the benefits of using assessment tools as part of the leadership development process. Participants will also learn more about the assessment tools we offer. Members receive special rates through our partnerships.

December 14, 2011

Registration/Networking: 8:00 am—8:30 am

Briefing: 8:30 am—9:30 am

The Employers Association Conference Center

Cost: **Free!**



www.employersassoc.com ◆ 704.522.8011

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Registration Form for

Harnessing the Power of Leadership Charisma?

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Conducted at:

The Employers Association Conference Center

Mail, FAX or phone your reservation to:

The Employers Association 3020 West Arrowood Road, Charlotte, NC 28273

PHONE: 704-522-8011

FAX: 704-522-8105

TODAY'S DATE: _____ COMPANY: _____

CONTACT NAME: _____

NAME: _____ NAME: _____

NAME: _____ NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____

Payment:

Free!

Space is limited; therefore registrations are taken on a first-come basis. Cost includes all class material. Substitutions of participants may be made at any time; however, cancellations within five full business days of the program will be responsible for the \$30.00 cancellation fee. No-shows will be charged the full course price.