



BRODY BOOST Camp

It's time to get BOOSTED!

This custom-designed, one-day BOOST Camp encompasses the key elements of professional development that our clients have received one-on-one with BRODY coaches – and through our most requested training programs:

Professional Savvy:

Making an impact, from phenomenal first impressions to creating your own personal brand

Relationship Building:

Building your network and creating advocates

Persuasive Speaking:

Using emotional and logical appeals to sell your ideas, plus strategies for handling difficult questions

Next Steps to Career Success:

Creating an action plan, and moving from knowing to doing

In short, it is an action-packed, interactive, career-development training workshop – one that will motivate and provide the boost needed to take an individual, or team, to a more promising level.

Can BOOST Camp be brought in-house? Most definitely!

Marjorie is available to deliver BOOST Camp at any office location, your off-site meeting, or during an upcoming convention.



Target Audience:

For teams and individuals who are eager and motivated to be recognized for their efforts, and move ahead to achieve greater professional success.

Program Length:

1 day

8:30 – 4:30

BOOST Camp Date & Location:

Spring 2010 - date coming soon!

Doubletree Guest Suites Philadelphia West
640 W. Germantown Pike
Plymouth Meeting, PA 19462

P: (610) 834-8300

www.doubletreeplymouth.com



As a result of BOOST Camp, participants will be able to:

- Come across as the ultimate professional
- Introduce people with skill and courtesy
- Identify the components of professional presence, including grooming and dress
- Navigate the business meal -- from ordering to saying goodbye
- Be comfortable with small talk which leads to big talk
- Understand the visual, vocal, and verbal impact of communications
- Conduct themselves professionally in all business situations
- Develop appropriate communication and networking strategies for internal and external clients
- Create a plan for developing a strong network within, and outside of, their organization
- Define and employ the networking process, including: self-introductions, creating conversation, working a room, asking for internal referrals and follow up
- Organize and deliver presentations that get results
- Develop and use factual, logical and interesting supporting material when presenting
- Handle visual aids like a pro, to maximize retention and impact during a speech
- Conduct Q-and-A sessions with tough audiences
- Come across impressively in impromptu situations when answering questions or giving opinions
- Identify personal strengths and developmental needs in listening
- Recognize common behaviors that stop effective communication in its tracks, including listening



BOOST Camp Agenda:

Pre-workshop

8:00-8:30 Meet & Greet and Complimentary Breakfast

Workshop

8:30-8:45 Welcome

8:45-10:15 **Professional Savvy:**

- Create impact to get respect
- Develop your personal brand
- Demonstrate executive presence

10:15-10:30 Break

10:30-12:15 **Relationship Building:**

- Build your network strategically – both internal and external
- Learn the process for developing advocates
- Feel comfortable in business social interactions

12:15-1:15 Lunch

1:15-3:30 **Persuasive Speaking:**

- Organize and develop presentations
- Deliver your ideas with enthusiasm
- Handle difficult questions

3:30-3:45 Break

3:45-4:30 **Next Steps to Career Success:**

- Create your action plan
- Move from knowing to doing
- Develop accountability partnerships



Materials Include:

Participant manual
Presentation planning pad
BRODY publication *Professional Impressions ... Etiquette for Everyone, Every Day*

BONUS Takeaways for Sustained Success:

- *Life Without Limits: A Guidebook to Turning Your Dreams into Reality*
- 1-hour Career Coaching from Marjorie Brody
- Pre-program consultation
- 10% off a BRODY training program
- 40% off your next online BRODY product order

First come, first served ... seats are limited!

Individual public workshop price \$427

SPECIAL GROUP DISCOUNT

For groups of 3 or more, the price is \$327 per person

Reserve your seats today!

www.brodypro.com