

BRAND *me*

A JOURNEY THROUGH
CHOICES FOR TALENTED WOMEN

A profound inquiry into your true potential and self-limiting beliefs as a female leader

Spring Programme

March 22 - 24, 2011

(starts at 5 PM on 22nd and finishes at 5 PM on 24th)

Location:

Warren House,
Kingston-upon-Thames
London, UK
www.warrenhouse.com

Please register preferably before **February 9, 2011**
via the registration form on the last page.

Participation fee : € 2450 (excl. VAT)
Board and lodging : £ 530 (excl. VAT)

For more info go to www.brandme.org



Brand Me is a 2.5-day leadership programme designed for talented and ambitious women about to assume a senior role.

Brand Me can be run as an in-house or multi-client programme. It can always be designed and tailored to meet your company's specific challenges. To find out more, please contact:

Ann De Jaeger
Programme Director

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ann.dejaeger@elpnetwork.com

www.brandme.org

www.elpnetwork.com



Evaluation from former participants

The feedback scores of "Brand Me: A Journey Through Choices for Talented Women" leave no room for misinterpretation. The average *overall evaluation* is 4,715 on a 5-point scale (where five is excellent) and the *net promoter score* (the likelihood that participants will recommend the programme) is 9,3 on a 10-point scale. Most rewarding of all is that "Brand Me" has caused quite a few prestigious companies to rethink their strategy on female talent!

Testimonials from former participants of "Brand Me"

"What a fantastic journey through real life. What a joy to share with others and to be able to reflect on our limiting abilities but especially to be able to walk out the door more confident and energised than ever!"

"After Brand Me, I came out with a fully restored self-confidence and a plan as to how to tackle my new role. It has worked brilliantly so far."

"Great programme to empower women, embrace our differences and make a difference."

"It was very enjoyable, relaxing and extremely thought provoking."

"I am full with energy to start my new journey. I have the determination to find whatever it is that holds me back and find a strategy. I will ensure to have a new and stronger team."

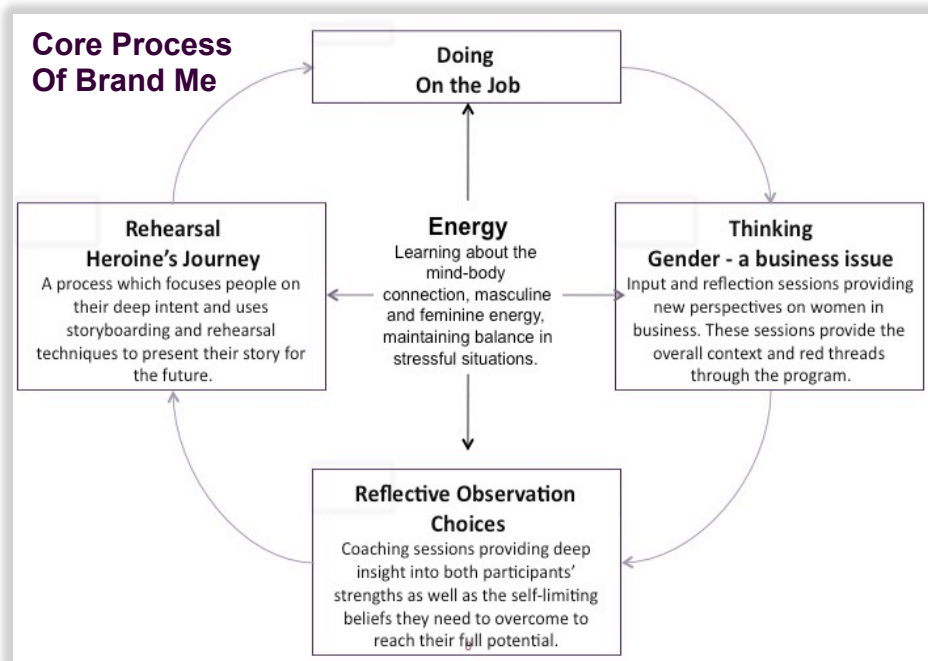
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History: developing “Brand Me”

Brand Me was designed following extensive literature research, confirmed by several dozens of conversational interviews with senior managers, both male and female, across several industries in the profit, governmental and nonprofit sectors. The result is a programme that is inclusive of both skills and rationale, appeals to internal drive and motivation and leads to tangible actions and impact. This integrated approach is what diversifies Brand Me from other programmes aimed at female audiences, without being defensive or over-emotional.

“Brand Me” has been developed by Executive Learning Partnership together with the McLane Group. Both companies bring next-generation interventions in transformation and leadership development, and have a combined experience of over 75 years in designing and delivering tailored and effective interventions across the different leadership landscapes, ranging from the individual to the macro level.



The Business Case

The programme was born from the ongoing challenge for organizations to find gender balance at (the higher) management levels. Whilst women represent 50% of customers and make 80% of all purchasing decisions, and often join companies in equal numbers as men, they are almost invariably a minority in senior management. Having a diversified management team has a measurably positive impact on all performance parameters (both hard and soft). For these reasons, achieving a more balanced gender mix is an economic and strategic issue, not a political or diversity one.

What will “Brand Me” do for you?

Brand Me is a profound inquiry into your strengths and weaknesses and what they mean

- for your career.
- for your contribution to a more balanced leadership culture in your organisation.

After “Brand Me” you will

- have the confidence, the skills and a clear vision to assume a senior leadership role.
- have defined “your brand” and be able to enact it powerfully.
- be able to actively promote your successes without compromise or guilt.
- understand why you have to continuously invest more time in building your support team.
- have the participants from the programme as a core part of your network.
- possess enhanced visioning and influencing skills.

After “Brand Me” you will contribute to your professional environment

- by being an authentic role model for future female leaders.
- by acting as an ambassador for true inclusiveness.

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Sign up for “Brand Me” programme

Registration form

Please complete this registration form and send to

Executive Learning Partnership
Naamsesteenweg 334
BE-3001 Leuven, Belgium
Call : +32(0) 16 24 19 10
Fax : +32 (0)16 24 19 19
Email : ann.dejaeger@elpnetwork.com

Name _____

First Name _____

Position _____

Company _____

Address _____

Postal Code _____ City _____ Country _____

VAT number _____

Telephone _____ Mobile _____ Fax _____

Email _____

How did you hear about Brand me? _____

Date

Signature

I would like to sign up for Brand Me

Spring Programme 2011 (March 22-24)

OR

Fall Programme 2011 (October 11-13)

Participant fee: € 2450 (exclusive of VAT)

(Boarding and lodging to be settled directly at the venue – £ 530 for the total stay exclusive of VAT)

Payment on receipt of invoice, by

bank transfer

cheque, payable to Executive Learning Partnership

I would like to receive more information on “Brand Me” as an in-house programme.