

## Developing Your Brand To: Get, Keep, and Advance in Any Position

Studies show that 25% of the reason individuals get, keep, and advance in any position is due to technical skills and knowledge. 75% is due to interpersonal skills and brand image. In today's competitive marketplace, often the only differentiator is the impression one makes on others.

Join us for Developing Your Brand, where Kendra Reddy will share strategies and tactics for creating and cultivating a professional brand. This session will focus on understanding and leveraging your unique differentiators, developing relationships, gaining brand credibility, maximizing brand exposure, and accessing opportunities through targeted networking. Walk away knowing how to offer a holistic 'package' of both substance and style to your organization.

### **About the Speaker**

**Kendra Reddy** is a leadership coach and talent consultant. She is the career expert for the Financial Post online, and a member and trusted resource to Women in Capital Markets. Her clients learn to define and develop their unique strengths, and have a powerful impact as leaders. Kendra motivates and energizes both individuals and groups while aligning individual goals with corporate objectives and marketplace needs. Kendra addresses a variety of contemporary topics including: career management, leadership development and aptitude, social media, professional branding, effective presentation and image, self-marketing, generations in the workforce, change management, networking, interviewing, communication skills, work-life choices, and critical success factors for new hires.

### **Date:**

Thursday, March 10, 2011

### **Location:**

Crystal Fountain Banquet Hall  
60 McDowell Gate  
Markham, ON L6G 1B5  
905-513-1900  
[www.crystalfountain.com](http://www.crystalfountain.com)

### **Time:**

5:45 p.m. – Registration  
6:30 p.m. – Dinner  
7:30 p.m. – Presentation

### **Dinner:**

Greek Salad, Chicken Souvlaki, Coffee/Tea and Dessert  
Vegetarian meal is available upon request.

### **Cost:**

\$45.00 plus HST – Members  
\$50.00 plus HST – Non-Members

### **CPLD:**

3 credits

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**REGISTRATION:**

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to fax number 416-977-1365 or [membernet@cmaintario.org](mailto:membernet@cmaintario.org).

Guests (non-members) may register by email or fax by completing the form below and sending to fax number 416-977-1365 or [membernet@cmaintario.org](mailto:membernet@cmaintario.org).

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**REGISTRATION FORM**

Please fax your registration form to 416-977-1365 or scan/e-mail it to [membernet@cmaintario.org](mailto:membernet@cmaintario.org).  
General inquiries: 416-204-3140 or (800) 387-2991 ext. 140.

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Name: \_\_\_\_\_ I am a Member:  I am a guest (non-member):

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Credit Card (Visa/MasterCard): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

**No refunds for cancellations after March 3, 2011. Substitutions accepted at no charge.**

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