



Keynote Description:
**Seven Steps to Becoming the
Architect, Designer & Owner of Your Career**

In today's crazy times, the business world desperately wants and needs leaders who are authentic – those who are REAL. And great leaders are not born, they are developed. But how? *If we track the clues left by the best leaders in history, we learn that leadership starts with managing self.* **Top leaders take personal ownership for mapping out their careers and designing their own development plans.**

And managing a career starts with the creation of a life vision. Doing this ensures that the developed career vision can truly be integrated and achieved. With the establishment of a powerful, meaningful life vision, your brilliance naturally unfolds as you learn to leverage your strengths and passions in your career.

Career advancement doesn't just happen. In fact, even if you are a really good performer there is no guarantee that you'll reach the corner office. You see, today's *top leaders also understand the importance of **personal branding**, developing **strategic relationships**, building **communities of support** and **linking their success to the success of others.***

So, what's the secret to doing all of this? The secret is that there is no secret. People who experience breakthrough professional success have a plan – a personal blueprint for success. This blueprint integrates all the key competency learnings with critical emotional intelligence, positioning and leadership connections. In this highly interactive session, Trudy will teach you how to create that 7-step blueprint based on the proven strategies from her book, *Her Corner Office*, AND based on her experience coaching hundreds of clients to success.

In this session, participants will learn how to:

- Adopt a “blue ocean mentality” to **create their own path to success**
- Unleash the **power of personal ownership** for creating their future
- Balance **tactical excellence** with strategic **organizational navigation**
- Demonstrate **leadership presence** that creates visibility
- Communicate with **power and conviction**
- **Leverage problems** as their opportunity to develop best practices to add extra value
- Build **strategic relationships** that expand awareness for the **brand called YOU**
- Obtain **the model needed** to become the **architects, designers and owners of their careers**