

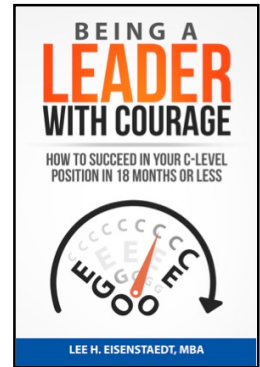
## **Need A Speaker for Your Conference?** **Being A Leader With Courage:** **How To Succeed In Your C-Level Position In 18 Months Or Less**

**In this interactive presentation, attendees will discover:**

- The nine landmines that can derail a C-level executive's career
- The five questions that need to be asked of prospects, customers, employees, and other key stakeholders to understand their unmet and emerging needs
- The four defining attributes of an effective Leader With Courage
- Insights and best practices of 30 CEOs who have beaten the odds of being successful in a C-level position

**Awareness of the ideas that will be shared at the presentation will allow participants to:**

- Avoid or minimize the obstacles to their success and the implementation of their plans
- Make an impact on their businesses faster and take their businesses farther
- Increase their effectiveness at encouraging innovation and implementing their plans
- Mitigate career and business risk
- Uncover the assumptions, perceptions, misalignments, and blind spots that need their attention



**Who will find this presentation of interest?**

- CEOs, COOs, and other C-suite executives
- An organization's next generation of leadership
- Anyone with responsibility for people and/or the implementation of plans



**Lee Eisenstaedt**, Founder and CEO of Value Drivers, LLC will deliver the presentation. His firm helps CEOs, COOs, and other executives who are anxious about the pressure they are feeling to make an impact on their businesses. That *impact* is usually accelerating growth, increasing profitability, and/or improving customer retention. The *pressure* tends to be the short amount of time they have to show results. And, the anxiety is felt most by newly appointed C-level executives.

Lee is a former finance and operations executive for Fortune 500 companies in both the U.S. and Europe including Baxter International and the SC Johnson family of companies. He has also served as the Chief Operating Officer of a Top 5 and Top 50 CPA firm, and has surveyed or interviewed more than 8,000 clients of professional services firms. He has an MBA from Northwestern University and BA from Franklin & Marshall College. Lee is the author of the Amazon best-seller *Being A Leader With Courage: How To Succeed In Your C-level Position In 18 Months Or Less* and the co-author of *Wallet Share: Grow Your Practice Without Adding Client*.

View the videos from one of Lee's recent presentations: <http://bit.ly/LWCVideos>

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