



McClarie Group
turning potential into power



About McClarie Group.....2

Overview: Keynotes Speeches.....3

Keynote Programs4

What Clients Say6

Keynote Speeches with Charmaine McClarie

About McClarie Group

Charmaine McClarie is the founder and president of McClarie Group and an internationally known expert in the fields of leadership, communication and personal branding.

McClarie has helped CEOs communicate the big picture about themselves and their organizations. Under Charmaine's guidance hundreds of executives have quickly moved up the corporate ladder in Fortune 500 companies like YUM Brands, The GAP Inc., Hewlett-Packard, Intel, Johnson & Johnson and Tyson Foods.

The *New York Times*, *London Financial Times*, *Forbes* and *People* magazine have all turned to Charmaine McClarie for her opinion on leadership and communication. McClarie shares with you her proven Executive Success Principles® that ensure that people are seen and heard as leaders in their organizations and industries.



OUR METHOD

To be a partner in the enterprise, working to create compelling strategies and practical solutions that benefit both the individual and the organization. We work to promote the strategies, vision and values of the organization. Equally, we help the individual enhance strengths, overcome obstacles and fulfill potential.



Overview: Keynotes Speeches

Speak up. Stand out. Be Heard!

Are you a Secret or a Success?

Risk Isn't One Size Fits All

Image', 'Personal Branding' & Other Dubious Concepts:
What's Real, What's Useful & What's Neither



*McClarie Group Keynotes employ Charmaine's six well-known
Executive Success Principles[®]:*

- 1.** Communicate the vision[®]
- 2.** Speak in headlines[®]
- 3.** Three "must-make" points[®]
- 4.** Create witnesses[®]
- 5.** Don't audition for the part[®]
- 6.** Embody your message[®]



Keynote Programs



Speak Up. Stand Out. Be Heard!

Communicating is more than words and phrases. It is the ability to project competence and professionalism; voice opinions confidently; speak up in meetings; move plans and projects forward; and to present ideas "up the ladder" in a way that garners attention and respect.

Whether speaking to managers, employees or large groups executives need to ensure they are heard, supported, and listened to. In this program, participants learn strategies that are the heart of Charmaine McClarie's *Executive Success Principles*® and learn to:

- Go from invisible to visible
- Communicate effectively both up and down the food chain
- Increase communicative self-awareness and build your competence, confidence, and credibility
- Be seen and heard as a leader

Are You a Secret or a Success?

You're smart, you work hard and still you are a "well kept secret". Does that sound familiar? If you want to be seen and heard as a leader in your organization and be recognized for what you do well, you need to attend this dynamic, highly interactive session. In this session you will learn the strategies that are the heart of Charmaine McClarie's *Executive Success Principles*® and, most of all, you will learn to use them with skill and savvy. Topics covered in this keynote include:

- Your self-awareness in the corporate environment
- How you see yourself and, when necessary, how to change how you see yourself
- Relationship power: identify what it is, who has it, and how to get it
- Communicate successfully up and down the food chain
- Going beyond the rules: the unwritten rules of success



Keynote Programs

Risk Isn't One Size Fits All

This keynote speech and program begins by helping participants to understand their attitudes toward risk. There is bad risk, as in risky behavior; there is acceptable but consequential risk and there is "smart risk," which is the risk we must take, the price of admission (with great dividends) to become fully effective in our professional and personal lives. This session develops ideas and concepts related to smart risk:

- Risk and decision-making: who makes decisions at work and at home, and who doesn't
- The risk of showing up and the risk of failing to show up (the risk of not risking)
- How to tell the difference between "comfy" and stuck
- Leveraging smart risk to create your own voice: defining yourself to propel yourself forward
- Leveraging smart risk to create a living legacy

Image', 'Personal Branding' & Other Dubious Concepts: What's Real, What's Useful & What's Neither

'Image' and 'Personal Branding' have become trendy catch phrases. Skepticism is at least partially deserved; however, these are valid concepts that if properly understood and acted upon will lead to personal and career success.

This workshop is based in part upon Charmaine's one-on-one discussions with CEO's about the critical role that 'personal branding' plays in the promotion and derailment of careers. This program sorts out what's real in image management from what's not. It delivers proven and practical steps to develop authentic personal style and enables executives to be both seen and heard as leaders and recognized for what they do well.



What Clients Say

Great franchisees. Great brands.™

dineEquity™

"McClarie Group helps good employees become outstanding and that affects the bottom line." Julia Stewart, Chairman of the Board and CEO, *dineEquity*



"Charmaine, I wanted to take a moment to officially say thank you for your uncanny ability to help me look beyond the surface, to focus on results versus tasks. You have challenged me to examine assumptions I had about myself as well as assumptions others had about me. It has really been beneficial to me. This has not only been valuable for me, it has also helped me extract better performance from my team and colleagues."

Kevin Houston, Senior Director, Product Innovation, *Burger King Brands*



"You are an incredible speaker! The entire group raved about you. It wasn't just what you said (which of course was fabulous), but HOW you said it and how you 'showed up'. You couldn't have been more perfect for where we are headed in developing women leaders."

Susan Biziak, LEAD Program Facilitator, *Women Unlimited, Inc*

Skadden

"Working with McClarie Group has given our executives an entirely new standard for communication excellence."

Bob Ryan, Vice President, Human Resources, *Bombardier Recreational Products*

Givaudan[®]

"Effective and thorough. Results."

Karen Corman, Partner, Employment Specialist, *Skadden, Arps*



"McClarie Group communicates a compelling strategic vision of the future corporation and then gets you moving toward it."

Tom Burrows, Senior Vice President Sales & Marketing, *Givaudan Flavors Inc.*



"In a word, she is simply outstanding."

Tom Heetderks PhD, Sr. Director, People Development, *KFC*

"We work extensively with McClarie Group and see great results."

Anne Byerlein, Chief People Officer, *YUM! Brands Inc.*



"Charmaine is engaging, attentive, energetic, and very personable. There has been an overwhelming request to bring Charmaine back!"

Jeffrey Aquino, Student Life Advisor, Leadership Institute, *California State University, Hayward*

1957



1930 N. Main St. □ Los Angeles, CA 90031 □ Tel. (323) 224-6820 □ Fax (323) 224-6758
www.mcclariegroup.com © McClarie Group 2008



Your Partner In Success

Contact us by telephone to book Charmaine for your next speaking event. (323) 224-6820



1930 N. Main St. ▫ Los Angeles, CA 90031 ▫ Tel. (323) 224-6820 ▫ Fax (323) 224-6758
www.mcclariegroup.com © McClarie Group 2008