

Building Your Career Capital

What You Need to Know But Didn't Know Who to Ask

Enrollment Form

Dates: March 14, 21, 28 and April 4, 11, 18, 2006.
Meetings are 6:30 – 9:30 p.m. at
The Wisconsin Club
900 W. Wisconsin Avenue
Milwaukee, Wisconsin 53202

*Program fee includes course materials, refreshments,
and unlimited email support for the duration of the program.*

Please print

Name _____

Company _____

Title of present position _____

Company address _____

Years of business experience _____

Home address (optional) _____

Phone (work) _____

Phone (home – optional) _____

Company email address _____

Personal email address _____

PROGRAM FEE \$1,495/person

Please check one:

- Corporate Purchase Order, or
 Check payable to Executive Advisor, LLC

P.O. Number _____

Expiration date _____

Please complete and mail, email or FAX this registration form to:

Executive Advisor, LLC
1109 Emerson Drive
Oconomowoc, WI 53066

Fax: 262-567-3996
Email: execadvise@mac.com



Visit www.executiveadvisorllc.com or
www.burrallassociates.com for more details.



Susan Marshall is an author, speaker, and independent business owner whose career spans more than 25 years. From an early start as an advertising assistant, she progressed through a series of marketing and general management roles before founding Executive Advisor, LLC in 1997.

Her corporate and consulting experience includes work with General Motors, Harley-Davidson, Apple Computer, the New York City Leadership Academy and many others.

She has been welcomed as a guest lecturer at several University of Wisconsin campuses and at Marquette University, Alverno College, the University of Michigan Ross School of Business and the University of Chicago Graduate School of Business. Her book, "How to Grow a Backbone," has been translated into German, Spanish, Chinese and Japanese.

Mark Burrall has more than 25 years of sales management, marketing leadership and general management experience in a variety of industries.



Mr. Burrall is the owner of Burrall Associates, LLC. He chairs three Chief Executive Officer roundtable groups for TEC (The Executive Committee) and has an active practice in coaching and advising senior managers. He has a thorough understanding of the dynamics of working within a closely held business environment.

A knowledgeable advisor whose experience has gained him a reputation as a goal-oriented professional, Mark Burrall has repeatedly assisted companies increase market share and market position.

**You can't afford to pass up
this valuable opportunity to develop
your company's future leaders!**

REGISTER TODAY.

Building Your Career Capital

*What You Need to Know
But Didn't Know Who to Ask*



What's an organization to do?

Hiring talented young people and creating true professionals is a fervent desire of many organizations.

But you have no time to teach or mentor ... and young people have no patience!

Maximize your investment

in your employees!

Enroll them in

Building Your Career Capital,

a revolutionary

new program

for bright young

professionals!

“I LOVE the Lay of the Land section! The ‘rules of the game’ is an aspect of business that is rarely, if ever, verbalized.”

— Carey B., Field Accounts Manager

“This is great! Exactly what our young professionals want and need.”

— Carl P., Bank Vice President

“Tackling the art of tactfulness and grace in the workplace is really key. I’m glad you’re addressing it!”

— Kelly K., Video Conferencing Specialist

This six-week course, presented by Susan Marshall and Mark Burrall, offers pragmatic advice on how to prepare young people for success in a demanding business world.

Based on powerful action learning concepts, this six-week program imparts fundamental workplace skills not taught in college courses or effectively dealt with in other professional development seminars.

Through a structured process of learning, practice and reflection, course participants develop and maintain discipline, self-awareness, preparedness, resourcefulness, diplomacy, and collaboration skills.

These skills enable them to become important and respected contributors at work, enhancing their job satisfaction and strengthening loyalty to the organization.



The Course in a Nutshell

Week One – Show Up Prepared

Becoming a person of influence requires preparation. Whether it's a dinner meeting, a networking event, a sales call, or a meeting with the boss, there are always fundamental preparations necessary.

Week Two – Get Strategic

Developing management focus beyond a technical expertise is essential to growth on the job and promotability. A functional expert, who is oblivious to how his or her demeanor or personality affects others, will stall out. Guaranteed.

Week Three – Get the Lay of the Land

Understanding the rules—what they are, who makes them, who enforces them, what the penalties are for breaking them, how the score is measured—is the first step. The second step is recognizing that there is sometimes a difference between how the game is supposed to be played and how it actually is.

Week Four – Know When to Hold 'Em and When to Fold 'Em

It's a great truth that “timing is everything.” We'll discuss important cues and strategies for learning how to pick battles. When to speak and when not to. When to take the stage and when to give it up.

Week Five – Delegate on Purpose

If you want something done well, do it yourself. Right? Wrong! Learning to delegate effectively increases a professional's capacity, highlights their talent, and helps others develop their skills.

Week Six – Get Real

Develop self-assurance, integrity and confidence through listening and feedback. Thoughtful choice and careful practice build authenticity and deep personal satisfaction.