



Where Leaders Share, Inspire and Give Back™

PRESS RELEASE

For Immediate Release

**The Secret of CEOs Best-selling Author, Steve Tappin, to Keynote
Leader Connections NYC Executive Career Workshop
on May 19th, 2009 at the University Club in New York City**

New York, NY – April 6, 2009 – Sir Richard Branson, Virgin's Chairman wrote in the Foreword to The Secret of CEOs that *"the best thing is not to be limited by traditional corporate careers but to be clear on what you want from life and get as much varied experience as you can pack in!"* Leader Connections, which celebrates leaders who share, inspire and give back, announced today that the author, Steve Tappin, former head of European CEO & Board Practice at Heidrick & Struggles, a world renown executive recruiter, will give the keynote address at its half-day "Advance Your Career" executive workshop, which takes place on May 19, 2009 at the University Club in New York City.

With entire industries going through massive transformations, advancing your career means being creative and connected. When your job disappears, there might not be an identical one in another company. So, don't expect to find it on a job board nor expect your networking buddies to have one at their firms.

"At times like these, having quality leadership connections is not a luxury, but a necessity and vital component of any leaders' career radar system. This workshop gives executives the opportunity to learn how to apply emerging best practices in real-time, stated Mr. Tappin. Leader Connections is an excellent example of one of the best leadership connecting organizations; it's very practical as it draws on extensive global business experience and networks of its founders."

Leader Connections believes that the key to advancing one's career is to identify your unique, personal brand and true career goals, develop a strategy to connect with C-level professionals, Board Members and Executive Vice Presidents who can help you realize your goals, and then execute the plan. These leaders are looking for top talent to grow their companies rather than simply fill an open position.

At the special half-day, informative, interactive and results-driven workshop, taught by four distinguished experts, participants will learn Leader Connections' key principles to **Advancing Your Career by Building Your Brand and Connecting with Leaders**. They include:

- Develop and Perfect your personal brand
- Articulate your brand succinctly – in resumes, cover letters, "elevator pitches" and meetings
- Identify the ideal positions you'd like and the organizations that can help you advance your career
- Identify the leaders who can create the opening you want
- Master Leader Connection's 9 strategies of connecting with these leaders
- Commit yourself to staying connected so the right leaders will seek you out in the future.

Leader Connections expert faculty who will conduct the workshop include Dr. Jerry Cahn and Savio Chan, company Managing Directors and co-founders, and Steve Povenzano, Director of Executive Career Services. They will help attendees learn key strategies for clarifying your brand; articulating it powerfully, developing strategies to connect with the right leaders, and executing the plans effectively to find positions which advance their careers.

For more information, please visit <http://www.leaderconnections.com/> or call 800-493-1334

About Leader Connections

Leader Connections provides leaders at the C-level, Board and Executive Vice President levels with opportunities to connect with other leaders committed to realizing their professional and personal life potential, and thereby better serve society. It also provides emerging leaders with programs and services designed to help them build their personal brand and connect with the right leaders.