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The Leader & The Muse™ Inspired Personal Branding

WITH
Rasheryl McCreary



Personal Branding | Leadership Presence

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October 26th 2012: How to Create a Killer Elevator Pitch

How often have you been in a business social setting, on an airplane or actually on an elevator and some important potential client or senior leader asks you, "so what do you do?" The next words out of your mouth can either ignite their interest or have them looking for the nearest exit. Join host, Rasheryl McCreary, CEO of TAO Leadership Development and leadership presence expert as she lays out the precise steps you can take to create a killer elevator speech. Rasheryl will guide you step-by-step through her proven framework for creating a concise, clear, compelling statement about you, y

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