



Executive Communication And Leadership Polishing Your Personal Brand

Every company has a brand, but that brand is only as strong as the people behind it. The impressions we make are the strongest calling cards we leave behind. It is also the strongest way to send clients the right message about your company.

At Frank N. Magid Associates, Inc. we understand that an investment in leadership is an investment in your future. We develop custom training programs to nurture the leadership potential that already exists within your corporate structure.

It's called **Polishing Your Personal Brand**. This exclusive training program is designed to teach your executives, managers and employees the skills and tools they need to be strong communicators and, more importantly, effective leaders.

Equal parts development and empowerment, the program will inspire and invigorate your workforce with actionable presentations and workshops.

Our expert team of consultants will work with you to personalize the curriculum and address your leadership objectives as well as key corporate initiatives.

Because our training is research driven, we incorporate our latest findings on managerial trends and efficacy. This works to initiate fresh thinking and customize the best forward thinking strategies for you and your team.

Polishing Your Personal Brand also addresses the emerging challenges of your newest hires: the Millennial Generation. We lead the market in trend and attitudinal insight because we have been studying this emerging generation, aged eight to 28, for years. It's an approach and an insight you won't find anywhere else, and just one of the details that makes our training the best.

Polishing Your Personal Brand is about mastering confident communication, promoting a sharper message and unleashing hidden potential. It's about building stronger business relationships, inspiring new thinking and creating competitive advantage. Let us help you get there.

The Program

Polishing Your Personal Brand

The Approach

Custom designed programs
Research driven
Individual or group training

The Goal

Develop effective leaders and
dynamic communicators

The Takeaways

Building and developing a team

Effective time management and
personal development

Stimulate innovative thinking

Identify and utilize diverse
leadership styles

Communicate goals and strategic
objectives

Conflict management strategies

Understand the importance of
verbal and non-verbal messaging

Enhanced networking and social
skills



Company Overview

Since its founding in 1957, Frank N. Magid Associates, Inc. has built a sound international reputation on being one of the most innovative firms in our field.

We apply the most rigorous research methods available to study behaviors, attitudes, and intentions for a variety of clients; including those in the media industry – Internet, publishing, cable and satellite television, wireless and radio – and those who make extensive use of consumer insights, such as retailers and medical service providers. However, our fundamental business is to provide the best customer service possible.

We currently service clients from our offices in New York, Minneapolis, Los Angeles, Chicago and our headquarters in Marion, Iowa.

Magid Quick Facts

- We serve more clients than any other strategic media firm, with thousands of individual communication coaching sessions, seminars on presentation skills and strategy sessions on interacting with the media.
- Frank N. Magid Associates, Inc. works with the nation's top CEOs and Fortune 500 companies.
- We have helped nationally recognized journalists rise to network-level assignments at ABC, NBC, CNN, Fox News and MSNBC. We train thousands of journalists every year.
- Our North American television division consults more than 120 local television stations from every angle.
- Our Entertainment division works with all of the major Hollywood studios and television networks as well as many video game publishers and console manufacturers.
- Our publishing division, Minnesota Opinion Research Incorporated, is the largest provider of custom research to newspapers and magazines.

Why Invest In Magid Consultation?

More than 5,000 executives surveyed found that communication has had and continues to play the highest overall significant role in management advancement.

Nearly 98 percent of Fortune 500 vice presidents surveyed believe that "communication skills affected their advancement to a top executive position."

Readers of the Harvard Business Review say a manager's ability to communicate is the number one criterion for success.

There are 83 million Millennials – aged 10 to 30 – who make up 26 percent of the population. These are your newest employees and consumers.