

# Entry-level hires on the loose will make or break your corporate reputation!

Find out why *personal branding and corporate etiquette training* is essential to transition college-minded graduates into polished and productive professionals.



With a charismatic and results-oriented approach, Jo has inspired audiences that have included Fulbright scholars, senior level professionals and many Generation Y career starters both in and out of employment. She is frequently asked to train financial advisors and small business owners how to develop and maintain a positive personal brand to assist them in standing out and maximizing business opportunities.

National speakers and experts in training young professionals, Jo Leonard and Lisa Richey ask and answer **two important questions** about your entry-level hires.

- ➔ Every time they pick up the phone to talk to a client, they are making an impression.  
**Are you confident it's a good one?**
- ➔ Every time they communicate to a superior, they are building their reputation.  
**Are you sure it's a positive one?**

This finely tuned and results-oriented workshop, presented by two inspiring and dynamic trainers, will boost self-confidence and productivity. From dining and entertaining protocols, to corporate communication do's and don'ts, this workshop is guaranteed to yield positive outcomes. Current personal brands will be examined and revised according to professional objectives, and action plans will be developed to stay out of the rut during the sales and operations cycle.

## **Their reputation is your reputation.**

Contact us to book Jo Leonard and Lisa Richey for this customized etiquette and personal branding workshop for your organization.



A national authority on corporate and personal manners, Lisa Taylor Richey is the president and founder of The American Academy of Etiquette. **Experienced and knowledgeable in all facets of business protocol, Lisa has coached thousands in the art of treating colleagues and clients as well assisting with your personal brand statement.**