



# TAO LEADERSHIP DEVELOPMENT



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# Rasheryl McCreary

Executive Coach/Founder  
TAO Leadership Development



**1** Trained 1,000+ leaders at Fortune 500s

**2** Senior Consultant w/global leadership development firm

**3** 15+ years of T&D experience

**4** Georgetown, NYU, Case Western Reserve University



Booz | Allen | Hamilton



Deloitte.

Exelon.



HBO



OLIVER WYMAN



Raytheon



Time Warner



Executive coaching & training firm that helps leaders identify, communicate and leverage their *authentic personal brand* in ways that **drive** business **success**.

**PERSONAL  
BRAND**  
*is*

# YOUR **UNIQUE** PROMISE OF VALUE



*Your*

**UNIQUE**

combination of strengths,  
core values, passions, vision,  
creative abilities,  
imperfections.



# Leverage Your Authentic Personal Brand



# WHO WE SERVE

High-potential, on the rise executives who are ready to step up to the next level of leadership.



# PROBLEMS WE SOLVE

## **Newly Promoted**

Challenged to 'fill the shoes' of their new, higher profile role/position.

## **Prepping for Promotion**

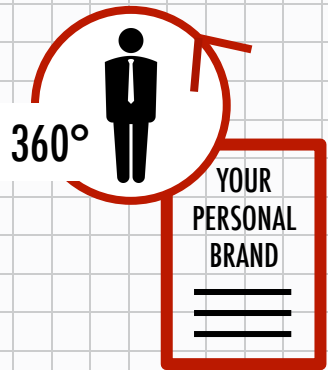
Challenged to develop the skills, behaviors and expertise for the next level of leadership, fast.

## **Evolve in Role**

Challenged to develop the leadership agility, adaptability and resilience to navigate through a changing environment.

# The Brand Y.O.U.™ Process

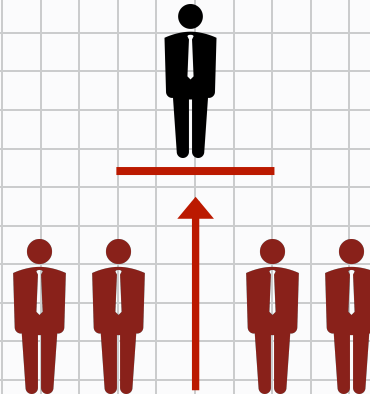
**EXCAVATE**



**CLARIFY**



**ELEVATE**



**LEVERAGE**



# DISCOVERING BRAND Y.O.U

**EXCAVATE** your personal brand elements.

**CLARIFY** what makes you **UNIQUE**.

**ELEVATE** your brand **P-I-E**.

**LEVERAGE** your brand's superpowers.

# Benefits to the Brand Y.O.U. Process

## EMOTIONAL INTELLIGENCE

- Self-Awareness
- Emotional Mastery & Appropriateness
- Social Intelligence
- Resilience

## EXECUTIVE PRESENCE

- Authentic Connection & Communication
- Projecting confidence & credibility
- Professional Gravitas & Polish
- Influencing With/out Authority

## LEADERSHIP INFLUENCE

- Leadership Vision & Values & Strategy
- Inspiring & Motivating Others
- Nurturing/Leading High-Performing Teams & Individuals
- Agility/Adaptability
- Identifying & Building Key Relationships

# STRATEGIC PARTNERS



Carrie Arnold, M.A., PCC,  
Ph.D. Candidate



Wanda J. Campbell, Ph.D.,  
ACC, SPHR



Denise Johnson, M.A.



Sheila McCaffrey, CPA



Sandra Buteau, J.D., PCC



Sharon Krohn, PCC



Lisa Gunn-Becker, MFA

# ASSESSMENTS OFFERED

**100+ Years of  
Combined Experience**

- STRENGTHSFINDER®
- EQ-I 2.0
- 360° REACH™ PERSONAL BRAND ASSESSMENT
- FASCINATION ADVANTAGE® ASSESSMENT & REPORT
- HAY GROUP: EMOTIONAL/SOCIAL COMPETENCY INVENTORY (ESCI)
- LEADERSHIP CIRCLE PROFILE™
- OPM LEADERSHIP 360™
- DISC
- MYERS-BRIGGS TYPE INDICATOR (MBTI)
- HOGANLEAD /HOGAN PERSONALITY INVENTORY (HPI)
- THE PERSONALYSIS PROFILE





“

What makes you **UNIQUE**,  
makes you successful.

William Arruda

## PODCASTS

COMMUNICATE WITH IMPACT FOR VIRTUAL TEAMS™ (iTunes)  
THE LEADER & THE MUSE™ (iTunes Fall 2015)

## CITRIX SPONSORED WEBINARS: THE VIRTUAL PRESENCE SERIES

OVERCOME THE 7 DEADLY DISTRACTIONS IN A VIRTUAL ENVIRONMENT  
BUILD YOUR BRAND IN A VIRTUAL ENVIRONMENT  
ENGAGE A DISTRACTED VIRTUAL AUDIENCE  
INSPIRE + MOTIVATE IN A VIRTUAL ENVIRONMENT

