



# The Leader & The Muse™

Inspired Personal Branding

WITH  
*Rasheryl McCreary*



## Personal Branding | Leadership Presence

The Leader and The Muse: Inspired Personal Branding Archives Available  
**April 5th 2013: Special Encore Presentation: Pump Up Your Virtual Presence**

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You know the drill. Leading teleconferences in your multi-tasking, highly-caFFEinated world involves wrangling distracted listeners, dealing with delayed responses, trying to ignore ambient sounds of clicking keyboards/barking dogs/airport announcements (and worse) – all of which drain your energy, weaken your personal brand, waste your time, and dilute your message. Join host Rasheryl McCreary as she discusses the 9 biggest challenges to leading effective conference calls and what you can do to overcome them. Listen to The Leader and The Muse on Fridays at 12noon PACIFIC and learn how to b

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### Featured Guest



#### Rasheryl McCreary

Rasheryl McCreary, President of TAO Leadership Development, Inc. a coaching firm specializing in Personal Branding and Leadership Presence for executives and entrepreneurs. As a Personal Brand Strategist and Leadership Presence expert, Rasheryl has coached over 1,000 executives from Fortune 500 companies, government agencies and non-profit organizations. Known for her authenticity, engaging presence and masterful coaching, Rasheryl helps executives and entrepreneurs tap their unique values and strengths in order to increase their visibility, build stronger relationships and drive extraordinary business results. Rasheryl has coached leaders in the following organizations: Proctor and Gamble

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