



# The Purposeful Leader

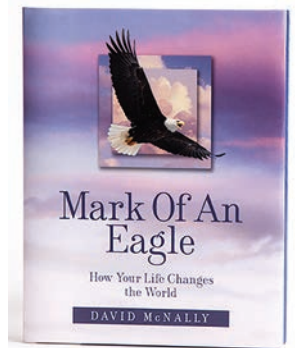


Purposeful Leaders embody seven key characteristics that determine their influence on others.

The alignment of these characteristics enables leaders to inspire innovation and creativity, gain the commitment and collaboration of their teams and create a brand that customers come back to time and time again.

In this session, David McNally, Founder of TransForm Corporation and Sarah McNally, CEO of TransForm, will share proven strategies for developing powerful and enriching relationships that will ensure you become the kind of leader others want to follow.

CEOs, business leaders and teams will find value in David's practical inspiration with immediate implementation of the Personal Brand principles.



### DAVID McNALLY and SARAH McNALLY - TransForm

David is the author of the best-selling books, Even Eagles Need a Push, The Eagle's Secret, Be Your Own Brand and the recently released Mark Of An Eagle. Sarah has extensive experience within diverse industries and has played the lead role in designing and delivering smart solutions for TransForm's clients. They include: Delta Air Lines, Walt Disney Imagineers, Amtrak, Apple Autos, and ASHRM.



## WHO

This event is for CEO's and Business Owners

## WHEN

Thursday, May 24th, 2018  
From 1:30 p.m. - 6:00 p.m.  
1:30 - 2:00 p.m. Registration & Exhibiting  
2:00 - 4:00 p.m. Presentation and Q&A  
4:00 - 6:00 p.m. Complimentary Hors d' oeuvres  
Networking & Happy Hour Social

## WHERE

Sheraton Minneapolis West Hotel  
12201 Ridgedale Drive  
Minnetonka, MN 55305

## REGISTRATION

Advance registration and payment required  
online at [WWW.ALLIEDEXECUTIVES.COM](http://WWW.ALLIEDEXECUTIVES.COM)  
Allied Executives Members - FREE  
Non-members - \$65

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