



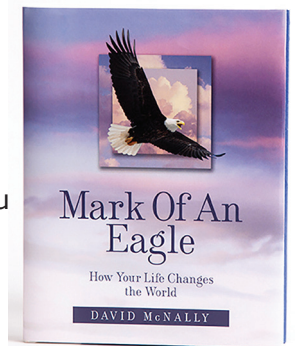
# The Purposeful Leader



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, author of the best-selling books, *Even Eagles Need a Push*, *Be Your Own Brand* and the recently released *Mark Of An Eagle*, will share proven strategies that will help you develop powerful, profitable 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 - TransForm**

For 40 years, David McNally has inspired millions of people from the stage, on film and in his bestselling books. He is a member of the Speakers' Hall of Fame and is described by a leading speakers' bureau as one of the world's Top 50 business speakers. David's international consulting work provides convincing evidence that powerful transformations occur when leaders, teams and individuals are aligned and committed to a compelling purpose.

## WHO

This event is for CEO's and Business Owners

## WHEN

Thursday, May 24th, 2017  
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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