

NEW!

Leadership Development Course

Strengthening Personal Brand & Impressions

This session introduces the foundational skills of personal presence and the choices that can influence impressions. It starts with your personal brand and evaluating how people experience you in a business setting. Through group exercises, we help participants explore new choices that strengthen visibility and impact in any business setting.

featuring

SW&A
SALLY WILLIAMSON & ASSOCIATES



With close to twenty-five years of global, corporate experience in advertising, marketing and communications, **Francie Schulwolf** is intimately familiar with the demands communicators face. This understanding, along with her honest and warm style, create a safe and comfortable environment for individuals to learn and grow. **SW&A** is a communications consulting firm and works with Fortune 500 companies to develop leaders at all levels and to strengthen communication influence and impact across an organization.

PRESENTERS

Join **Deborah Backus**, PT, PhD, FACRM as she moderates a panel of expert presenters including:

Gerben DeJong, PhD, FACRM, Senior Fellow, MedStar National Rehabilitation Hospital and, Professor, Georgetown University School of Medicine

Francie Schulwolf, Sally Williamson & Associates

Alex Seblatnigg, CAVS, Workshop presenter, Director of Volunteer Services & Internal Engagemen, Shepherd Center

Sarah L. Batts, MBA, Workshop presenter, Executive Director, Shepherd Center Foundation

Get inspired to define your brand and develop executive presence. With honest and warm style, this session will be a safe and comfortable environment for you to learn and to grow. The focus will be on developing strong, confident communicators and leaders in rehabilitation medicine.

WHO SHOULD ATTEND

Everyone! All healthcare professionals — from early to mid to late-career researchers, clinicians, and other professionals eager to enhance their communication and leadership skills.

“Anyone who wants to learn how to be a more authentic, dynamic and effective leader in rehabilitation medicine needs to be at this course.”
—**Deborah Backus**, PT, PhD, FACRM, ACRM >>>
Past President, Shepherd Center

<<< *“This course was created to empower the ACRM and rehabilitation medicine researchers and evidence-based practitioners to be the voices to move the field forward.”*
—**Pamela Roberts**, PhD, OTR/L, SCFES, FAOTA, CPHQ, FNAP, FACRM, ACRM
President, Cedars-Sinai



This course is included in the WORLD PASS for incredible value. See <http://ACRM.org/wp>

Presenters are subject to change

MORE & REGISTER: ACRM.org/ldc

ACRM 
TRAINING INSTITUTE

MON 19 OCT 2020
8:30 AM - 5:30 PM

Reception immediately following*



for EVERYONE!

This course is for all healthcare professionals: clinicians, administrators & researchers



*Reception is only for those who registered for the Leadership Development Course.

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Shepherd Center