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.

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 Engagement, 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 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.

“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.”

—Deborah Backus, PT, PhD, FACRM, ACRM Past President, Shepherd Center

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

SPONSORED BY THE SHEPHERD CENTER honoring the late James Shepherd, Jr., founder.

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

Shepherd Center