



Revitalize your executive brand at our new Personal Branding Retreat Center!

We are now inviting C-level executives to experience our private personal branding retreats for an oasis of fresh thinking to plan their powerful brand futures. With this retreat, combined with our pre- and post-program personal brand management, executives will become more lucid about their:

- **Leadership:** How can you “be the change you wish to see” and motivate others to perform and produce at a higher level? Even when you’ve already achieved big goals, how can you aim even higher? With whom should you link to take your personal brand to the next level and vice versa?
- **Lifestyle:** What is your vision of a rewarding lifestyle? What people, places and things will you add or eliminate in order to step into your version of luxury and a blended work-life solution? How can you create a personal brand plan that is true to your values and passions?
- **Legacy:** What’s your personal meaningful cause and purpose? For what do you want to be known? How will you leave your current position better than you found it? What do you want family and friends to say about you?

Why Offer Personal Branding Retreats Now?

With business and marketing changes happening at a more rapid pace than ever, we have decided to pull together our personal branding experience and innovative approach in executive coaching to offer a new, “off site” Personal Branding Retreat. This service enables busy executives to step away from the action and focus on developing (or updating) a personal brand game plan.

Having worked in the marketing services and branding sectors for a combination of over 20 years—providing marketing strategy consulting, executive search consulting, and executive transition support services to individual clients in numerous Fortune 100 companies—we’ve developed proven best practices that we want to offer personally to C-level executives at our at a newly renovated, custom facility at our office headquarters.

[Lola White](#) and [Jeff Gundersen](#), known for taking top global executive brands and rising stars to the next level, have learned what works and what doesn't in providing confidential counsel for personal branding and transition as part of their work with Fortune 100 clients. Over the past 10 years, they have helped hundreds of executives make long-term career decisions that maximize their personal brand value, as well as improving work-life blending opportunities.

What's Included in the Personal Brand Retreat Experience?

At our Retreat Center in Salisbury, Connecticut, Jeff Gundersen (CEO) and Lorraine “Lola” White (Personal Brand Strategist) work with our clients over a two-day period on what’s important to move the dial on their personal brands forward.

The on-site, all-inclusive Personal Brand Program is specifically tailored for each individual executive, using our formula for tapping into the best of your personal brand and focus on areas where you can make a difference. Our process is grounded in an understanding of your top personal values, personal/family/lifestyle goals, brand opportunities and strengths, brand challenges and weaknesses,



and current marketplace reputation. This extraction phase leads to an energizing personal brand vision and plan, which you will continue to evolve and implement after you leave your Personal Brand Retreat. You'll also complete pre-work before your arrival so you can maximize your time with us.

This is a typical schedule for your stay at the Personal Brand Retreat Center:

- Arrive by 5:30 p.m. on a Monday - Thursday evening
- Drinks and Dinner Meeting with Jeff Gundersen & Lola White
- Overnight stay in the luxurious, Tuscan-style cottage
- Breakfast & Activity (i.e., hike, bike, horseback ride, etc.)
- Work Sessions:
 - ✓ Morning, 9:00 a.m. – 12:00 Noon
 - ✓ Afternoon, 1:00 p.m. – 5:30 p.m.
- Depart 6:00 p.m.



Post-Retreat Deliverables

- Written Personal Brand Summary, Statement, and Plan Outline
- Branded Bio for your LinkedIn Profile
- Online Identity Brand Recommendations and Deliverables
- 1-year Manage Your Personal Brand Plan

Ongoing Brand Management Support

Upon completion of the brand discovery process, we'll help you develop and implement a communication plan to increase your visibility and credibility to your target audience. We'll also collaborate with you on managing everything in your brand environment so you are consistently communicating your unique promise of value. We'll put metrics in place to track the ROI of your branding efforts.

- Program designed specifically for your needs
- 12-month recommended (2–4 telephone calls or meetings monthly)
- 6-month minimum (2–4 telephone calls or meetings monthly)

Where is the Personal Branding Retreat Center?

Within an easy 2-hour commute from NYC and Boston, Salisbury, Connecticut is an idyllic place for a Personal Branding Retreat program. Salisbury is home of [Hotchkiss](#) and [Salisbury](#) Schools, two of the finest private high schools in the US. It is also a small New England town with rolling hills, lakes, hiking trails, and summer camps.

What's Next to Get Started?

Contact Lola White, Personal Brand Strategist and Chief Coaching Officer, directly at lwhite@executiveconnectionsllc.com, to schedule an hour consultation to discuss the opportunities and personal branding programs – designed especially for your brand.

Come and discover the keys to unlocking your powerful brand future!