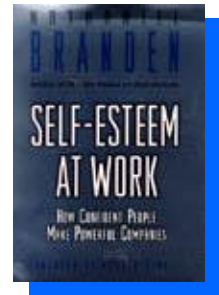


The Entelechy Group
And Jim Madrid



Presents

Dr. Nathaniel Branden
Self-Esteem & Leadership



The purpose of this one-day seminar is to explore the basic principles of self-esteem as they apply to an individual's professional and personal life—with particular emphasis on the art of leadership.

Building on an understanding of what self-esteem is (there are many popular misconceptions about it), and what self-esteem depends on (“the six pillars of self-esteem”), participants in this workshop will be guided through exercises that will allow them to directly experience how self-esteem principles can raise their effectiveness as managers and leaders. The goal is to strengthen participant’s ability to create a motivational environment that inspires people to give their best—that inspires initiative, self-responsibility, communication, and teamwork.

In an information-age, global economy characterized by rapid change and ferocious competitiveness, an enterprise needs not one leader but many leaders—leaders on every level throughout the system—and the organization that has the greatest number of competent leaders is the organization that enjoys the greatest competitive advantage.

With a Ph.D. in psychology and a background in philosophy, Nathaniel

Branden is a practicing psychotherapist in Los Angeles, and, in addition, does corporate consulting and offers seminars, workshops, and conferences on the application of self-esteem

principles and technology to the problems of modern business.

The name Nathaniel Branden has become synonymous with “the psychology of self-esteem,” a field he began pioneering over thirty years ago.

He has done more, perhaps, than any other theorist to awaken America’s consciousness to the importance of self-esteem to human well-being.

“Nathaniel Branden is a giant. His work integrating innovation and entrepreneurship with self-esteem is the cutting edge and shows how the qualities of high self-esteem are the same attributes needed for success in today’s environment.”

— Ken Blanchard, co-author, *The One Minute Manager*

“Dr. Branden teaches us the self-esteem connection between individual and organizational success with the sharpness of a laser beam and the brilliance of a Tiffany-cut diamond.”

— Dick Sethi, manager, executive education, Leadership Development Program, AT&T



Wednesday
September 19, 2001

Beverly Hills Hilton Hotel
9 AM – 5 PM

Admission: \$299 per person

Includes continental breakfast & lunch.

Space is Limited!

Reserve your spot today!

THE ENTELECHY GROUP

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