

# BREAKTHROUGH *Lab*

*Accelerate your visibility and results*

Clear the obstacles that are keeping **YOU**, your **PROJECT** or your **COMPANY** from being front and center in your audience's minds.

**The Catalyst Ranch • 656 W. Randolph**  
**Thursday, April 29, 2010**  
**6 p.m. - 8:30 p.m.**

If you were more visible – in the marketplace, or in your organization – how could you make an impact for the better? If you had the attention of key decision-makers and the difference you make – or could make – was more clearly understood by them – what's the good work you could do?

High visibility is a powerful component of success. **THE BREAKTHROUGH LAB** will help you bust through the internal and external blocks holding you back. Whether you seek more visibility for yourself, your team, your product or service, or your entire organization, you'll find this workshop gives you a new way to approach and achieve more visibility.

Gather with a diverse group of creative thinkers and experience an infusion of energy for moving forward on your challenge.

“ This lab is hands on and how to. Come prepared to experiment and willing to learn. Breakthrough Lab is all about **IDENTIFYING** and **SCALING** obstacles and **BREAKING** through. ”

In this highly interactive session, you will:

- **WORK** with a clarity tool that will open up your thinking in ways that might surprise you
- **EXPERIENCE** the power of engaging a personal think-tank partner to create a breakthrough in what you are working on
- **IDENTIFY** your next steps
- **UNLEASH** new energy for moving forward (a.k.a. get unstuck!)
- **MEET** new contacts

Engage in a conversation for momentum facilitated by two seasoned communication experts, Cheryl McPhilimy and Jackie Sloane. Leave with greater direction, a clarity tool you can use again and again, and the direction and energy to forge ahead.

Bring your visibility goal (where or how do you want to be better known) and be willing to create a new way of thinking about what might be in the way. You'll leave focused and with a solid framework for what to do next.

It's time to shake  
things up and bring forth  
**INNOVATION!**

Cost: \$25  
includes refreshments & light appetizers

Register Here:  
[www.catalystranch.com/happenings1.html](http://www.catalystranch.com/happenings1.html)



**Cheryl McPhilimy** is a communications consultant and executive visibility coach. She is the owner and president of McPhilimy Associates Inc., a Chicago-based media training and communication consulting firm founded in 1995. Cheryl works with executives, leaders, entrepreneurs and boards on issues of messaging, strategy, visibility and public perception, particularly in high-stakes, high-profile situations. Cheryl is a former journalist. She has written for a daily newspaper and radio station. As a PR practitioner, she has secured placement for clients in such media outlets as The New York Times, CNN, The Wall Street Journal, USA Today, Forbes and People. As a result of her leadership, her firm's work on behalf of clients has received numerous awards from the public relations community, such as the Public Relations Society of America Skyline Award and Publicity Club of Chicago's Trumpet Award. In addition to her consulting work, Cheryl speaks regularly to conferences across the country on such topics as "The Art of the Media Interview" and "Leveraging Your Visibility." She is also an instructor of Public Relations at Loyola University Chicago.



Executive Coach and Communications Consultant **Jackie Sloane** works with leaders to achieve significant results through how they engage others, navigate challenges, communicate, and cultivate relationships. She has over 25 years' experience in coaching, marketing consulting, communication training and journalism. As a consultant, she has specialized in positioning, creating programs that resulted in increased sales and firm growth, key contracts, favorable acquisition offers, and national visibility, including top-tier media placements, such as The New York Times, The Wall Street Journal, Newsweek, Crain's Chicago Business, leading broadcast outlets and many others. Her coaching clients have reported greater influence, visibility and satisfaction at work, promotions, leaps in compensation, dramatic reductions in production time, and achieving desired results in challenging conversations. Jackie writes the Executive Coach column for Executive Travel and on leadership and communication for The Chicago Examiner.com, and will lead a program on personal marketing at University of Chicago's Graham School next spring.