



**Military and Combat Speaker Consortium**

t 606-875-5808 e [Jamie@Bravo748.com](mailto:Jamie@Bravo748.com)

**Web:** [Bravo748.com](http://Bravo748.com)

**Facebook:** [@Bravo748](https://www.facebook.com/Bravo748)

**Twitter:** [@Bravo748Speaker](https://twitter.com/Bravo748Speaker)

## Michael I. Kaplan Keynote / Workshops

**KEYNOTE:** 30-45 minutes with 10- to 15-minute "Question/Answer" at conclusion (times may vary per client scheduling needs).

### ***Optimal Mindset: Anything is Possible***

Learning Objectives of the Keynote include:

- Identifying culturally-entrenched myths creating barriers to success
- The value and purpose of honest self-assessment
- Discovering transferable skills beyond the job description
- How to communicate personal/professional value with confidence
- The art and science of professional communication

**SEMINARS:** Four hours (35-minute presentation, 10- to 15-minute Q & A, 10- to 15-minute break after each session). Times may vary according to client need.

### ***The Fundamentals of Successful Entrepreneurship***

Learning Objectives

- Expose participants to the mindset and core principles of entrepreneurship
- Focus on developing people and systems
- Identify strengths, leverage experience, and practically apply "best practices"

### ***Mastering Negotiation Strategies for Life & Business***

Learning Objectives

- The purpose, process, and scope of negotiation strategy
- How to negotiate (and win) from a position of weakness
- Creative strategies to pursue when negotiations fail

### ***Business Intelligence and Competitive Research***

Learning Objectives

- Strategic considerations driving the Business Intelligence process
- Competitive analysis and advanced research techniques
- Understanding consumer behavior to drive fact-based decisions

### ***Increasing Profit and Income with LinkedIn Business Network***

Learning Objectives

- Components of building an effective personal/business brand
- Strategies to develop a powerful reputation and client referrals
- Unlocking the hidden functionality of the LinkedIn platform