

# EXPERIENCE TRANSFORMATION

## THROUGH BACKBONE INSTITUTE TECHNIQUES FOR PERSONAL AND PROFESSIONAL GROWTH

Backbone Institute, LLC, is committed to creating a stronger, more confident future one person at a time. With customizable techniques and opportunities, we're able to transform dedicated individuals who are ready to grow and looking for challenge, accountability, encouragement and support.

We will help you identify your current level of confidence, and map out steps you need to take to build on it. Backbone Institute fuels your appetite for taking intelligent, purposeful risk in order to realize your dreams.

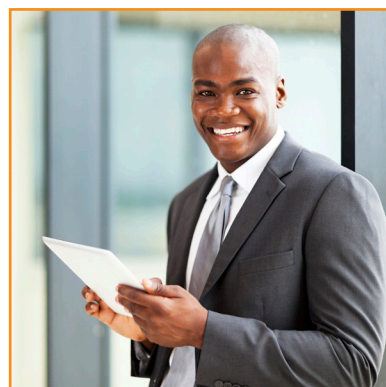
### BACKBONE INSTITUTE BASICS

At Backbone Institute, we don't think in terms of programs. We think in terms of growth, transformational growth. We offer products and services to instill new competence through mastery of five fundamental skills in an action-learning format:

- Critical Thinking
- Decisiveness
- Clarity of Communication
- Integrity of Word and Act
- Consistency

The following opportunities will bring you tested, proven development and accountability tools and techniques:

- Workshops
- Books
- Podcasts
- Keynote addresses
- Access to personal coaching
- Facilitator training
- Corporate retreats



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"I WAS SO STUCK UNTIL YOU PUSHED ME OUT OF MY  
COMFORT ZONE. I AM AMAZED AT WHAT I CAN  
DO NOW AND ONLY WISH I HAD LEARNED  
ABOUT YOU MUCH, MUCH EARLIER."

~MARGE

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## MEET THE FOUNDER

Founder of Backbone Institute, Susan A. Marshall is an expert in building executive confidence. From the time she was a little girl inspired by JFK's leadership challenge - the famous "Ask Not" speech - Susan has been a student and practitioner of leadership and personal and professional effectiveness.



## BACKBONE BOOTCAMP

Designed for small groups of 8-20, our 6-week bootcamp challenges participants to engage at a deeper level and apply new learning immediately and consistently. At Backbone Institute, we believe that true transformation takes time in order to:

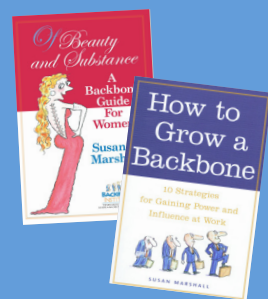
- Prepare yourself mentally and emotionally
- Work through difficult challenges
- Make new behaviors stick

Our 6-week format ensures that each participant truly embarks on a personal and professional transformation.

## BACKBONE GUIDE SERIES

From Susan's original book, *How to Grow a Backbone: 10 Strategies for Gaining Power and Influence at Work*, comes a new series of guides geared toward the challenges of specific reader groups, including women, young professionals, geeks, non-profit leaders, parents and educators.

Coming in 2013, the newest addition to the Backbone Guide Series, *Of Beauty and Substance: A Backbone Guide for Women*.



For a complete list of the upcoming Backbone Guide Series, visit [www.BackboneInstitute.com](http://www.BackboneInstitute.com).

## SPEAKING ENGAGEMENTS

As a sought-after public speaker, Susan has challenged and entertained audiences of all sizes across a multitude of industries in workshops and keynote addresses. Susan creates true transformation - guiding individuals through the grueling and enlightening process of regaining confidence and courage. If you are looking to truly transform, Susan provides an opportunity and experience that won't disappoint.

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CALL BACKBONE INSTITUTE TODAY  
CREATE TRUE TRANSFORMATION IN YOUR LIFE

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