

Susan A. Marshall

CREATING A STRONGER, MORE CONFIDENT FUTURE
...ONE PERSON OR TEAM AT A TIME

Susan A. Marshall is author, speaker and Founder of Backbone Institute, LLC, whose mission is to create a stronger, more confident future, one person or team at a time. Inspired as a little girl by JFK's leadership challenge—the famous “Ask Not” speech—Susan has dedicated a lifetime to the study and practice of advanced leadership development.

Her corporate and consulting experience includes work with some of the world's best-known organizations. She is an engaging and entertaining speaker, whose message challenges mediocrity. Susan has written three books, with plans for five more.

Susan's topics include:

► Organizational Backbone

- Confidence: The Power App for Business
- Developing Executive Talent — Your Bench for Success
- Creating “All In” Teams: How to Get the Best from Everyone

► Individual Backbone

- Using Backbone to Energize Your Career and Dominate Your Industry
- Building Unshakable Confidence
- Developing Executive Presence

► Leadership

- How Leadership Impacts Organizational Confidence
- Leading a Multi-Generational, International Workforce
- Leadership Is Personal: It Starts With You

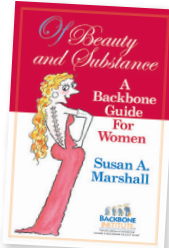
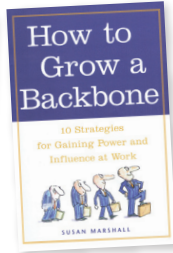
► Especially for Women

- How Women Develop Competence, Build Confidence and Add Value
- AHH: 3 Self-Inflicted Wounds to Self-Confidence
- Getting to “Yes” By Way Of “No”



**BACKBONE
INSTITUTE™**

“NEVER GROW A WISHBONE
WHERE A BACKBONE OUGHT TO BE”



What others are saying...

“I have worked with Susan for over 15 years with clients ranging from global companies such as GE to developing leaders for schools in New York City. She is an engaging, appropriately humorous presenter who lands her message with impact.”

*-Noel Tichy, Professor, University of Michigan
and author of “JUDGMENT: How leaders make great calls”*

“Susan is a skilled facilitator in advanced leadership development, bringing enthusiasm, intellect and a common sense approach. Her ability to articulate leadership competencies and experiences is a superior quality found only in best of class presenters.”

*-Jim Clark, President and CEO,
Boys & Girls Clubs of America*

“Susan is a top-notch facilitator/speaker with the ability to engage senior executives in organizational transformation. Her vast knowledge and ability to inspire and motivate people have been invaluable to my teams.”

*-Bob Knowling, Chairman,
Eagles Landing Partners;
former CEO, New York City Leadership Academy*

“It is my pleasure to know Susan as a teacher, coach and encourager for today's leaders. She stands out in a field of many by presenting clear truths with practical application for the fast changing world we live and work in.”

*-Linda S. Maris, J.D., President,
National Christian Foundation, Wisconsin*

*To learn more and to schedule Susan
please visit...*

backboneinstitute.com

susan@backboneinstitute.com

Phone: 262-567-5983