

EXECUTIVE FORUM
2007/2008 Leadership Series®

Advance Intelligence Today

Leadership Tools for Tomorrow



Guy Kawasaki, author of *The Art of the Start* writes, "Take everything you think you 'know' about career strategies, throw them away, and read this book because the rules have changed. 'Brazen,' 'counter-intuitive,' and 'radical' are the best three descriptions of Trunk's work. Life is too short to be stuck in a rat hole..."

Trunk will dare you to consider:

- work and career expectations of "20 somethings"
- workforce differences and opportunities
- how managers and leaders can leverage these new expectations
- how to think and strategize like a 25 year old
- getting a promotion is so last century
- the new American dream is about time, not money

Penelope Trunk

November 27, 2007 | 8:30a.m.–11:30a.m.

The New Rules for Success

Are you taking long lunches? Ignoring sexual harassment? Do you keep your desk neat to the point of looking like you don't have enough to do? The answer to all three should be "yes" if you want to succeed in your career on your own terms, says Penelope Trunk, business advice columnist for *Yahoo Finance* and *Boston Globe*. Trunk has a reputation for giving advice that is counterintuitive but effective in helping today's work force succeed on their own terms in any industry. Trunk asserts that a take-charge attitude and fresh perspective are the only ways to succeed these days.

Prior to her writing career, Trunk spent 10 years as a marketing executive in the software industry and founded two companies. She has endured an IPO, a merger, and a bankruptcy.

In her recent book, *Brazen Careerist: The New Rules for Success*, she offers 45 tips on how to blaze trails you never thought possible. Attending her talk will give you an insider's guide into career success. Trunk's ultimate goal is to help you make your work life and personal life one happy, synchronized adventure.

Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the Performing Arts
14th & Arapahoe, Denver, CO 80204



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