

FOUNDATIONS OF LEADERSHIP

FEATURING **Scott Griffiths** AND **Dale Griffiths Stamos**

BUILDING YOUR BRAND: UNLEASHING THE POWER OF YOUR PASSIONS

Friday, March 8, 2013 at 12:00 p.m.

The "Building Your Brand" workshop will provide a forum for talking about the ways in which your research, your art, your family and your other activities interact to support your development as a unique individual with multiple aptitudes. Understanding, packaging and endorsing your multifaceted portfolio of talents will assist you in negotiating life's challenges and will open up new opportunities for work and satisfaction.



W. Scott Griffiths has been building companies and successful brands for more than twenty years. With degrees from Chapman University, Art Center College of Design and an MBA from the Anderson School at UCLA, Scott embodies many of the qualities of the "Renaissance Man" he writes about in his new book, "Beyond Genius: The Twelve Essential Traits of Today's Renaissance Man." Scott is the author of three other books, one a best-seller, and assists many organizations, both for profit and nonprofit, with design, branding and marketing.

Dale Griffiths Stamos, twin sister to Scott, is a musician and songwriter who has written and co-produced plays and teaches writers to improve the structure of their stories. She is currently co-writing a book with Scott, "Out of the Shadow: Unleashing the Power of Today's Renaissance Woman," which will explore the extent to which multi-talented women exhibit the traits of Renaissance men and how these traits play out in females, particularly those females who choose to include mothering in their portfolio of work.



LOCATION: Graduate Resource Center (GRC), Student Center C114

Light refreshments will be served

ALL GRADUATE STUDENTS AND POSTDOCS ARE INVITED

SPACE IS LIMITED. Register at: grc@uci.edu
Questions? Email grc@uci.edu or call 949-824-3849