

# Bob Graham

## *Unleash your soft skills*

Employers are demanding that their employees demonstrate their ability to use a powerful pack of interpersonal skills. Learn how and why these skills are so important to your future success.



## Keynote

### “Unleashing Your Hidden Talents”

If you think what we learn in school is ultimately going to pave the way to career success, Bob Graham will explain how another often-overlooked group of skills helped him overcome cancer and the shifting nature of the business world of today.

Learn how you can take control of your career and life — like Bob Graham did — by unleashing these important skills.

## Friday Workshop

### “Build Your Killer Personal Brand”

The people who hired have carefully crafted a personal brand that makes employers take immediate notice.

In this workshop, Bob Graham will help you identify key components of your personal story, then lead you to develop an powerful personal brand that can used — in cover letters, resumes and interviews— to entice employers to want to hire you.

## About Bob

Bob Graham explains an overlooked aspect of most businesses in a fun, engaging way that sparks action.

Graham is co-founder of Serious Soft Skills LLC, a consulting firm that guides employees and teams to identify and develop their unique soft skills portfolio for greater career and organizational success.

Graham and co-founder Dr. Tobin Porterfield have been using their cutting-edge research on the role of soft skills to improve people’s lives.

Drawing on their business experience, research on soft skills, and their work as college professors, they have published *The 55 Soft Skills that Guide Employee and Organizational Success*, and cohost *The Serious Soft Skills Podcast*.

A former lecturer at Johns Hopkins University, Graham has written numerous articles on soft skills and other business topics.

Special USITCC Offer: Buy a Copy of the 55 Soft Skills Book Here and Save 50%

**Buy the Soft Skills Book Now in Exhibit Area for \$10.00 & Get Bob’s Autograph!**

The 55 Soft Skills That Guide Employee and Organizational Success explains all 55 soft skills people use in their jobs to achieve better results and greater success.

This book explains what employers want and how you can become a valuable part of any organization.

*Only \$10 at Conference Booth*