

# Tara Alemany

## THE CHARACTER- BASED LEADER

**CHARACTER-BASED LEADERSHIP** is leading from who you are, not from your position of power. By doing so, you accentuate all that is good about human beings. Character-based leaders recognize when it is their duty to guide and direct and when they need to allow others the freedom and responsibility to grow into leaders themselves.

### TITLE & TOPICS OF TALKS

#### Instigating a Leadership Revolution... One Person at a Time

Where have all the leaders gone? A lapse in character by leaders at all levels has caused a growing crisis. It's your character that counts, perhaps more now than ever. A person of good character leads us to the right places for the right reasons.

Be inspired to make a difference in the world around you. Infuse your thoughts on leadership with fresh ideas on how your character can lead in any situation.

*Join the leadership revolution today and make character count in your leadership!*

#### The Strength of a Shared Vision

Ever wonder what a shared vision can do for a team? With a character-based leader at the helm, strength is found in the vision they cast and through the means they use to bring that vision to life. Imagine having a vision that requires more than just you to achieve. How do you go about building that community and gaining buy-in from key stakeholders?

You will walk away from this program motivated and excited to share your vision. Learn how to: *Articulate your vision! Gain a following! Accomplish great things!*

#### Launch Your Leadership!

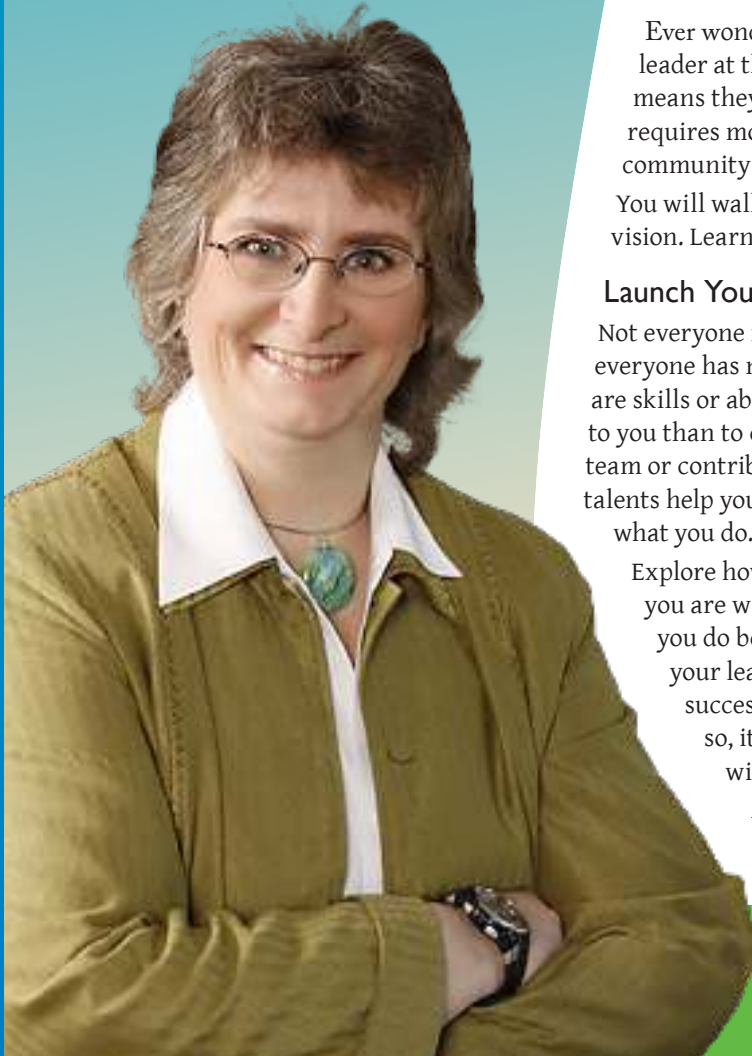
Not everyone is a natural-born leader, but everyone has natural talents. These talents are skills or abilities that come more easily to you than to others. Whether you lead a team or contribute to one, your natural talents help you stand out as a leader in what you do.

Explore how to share the best of who you are with a team that needs what you do best. Learning how to launch your leadership is key to the success of your team. Even more so, it is key to your satisfaction within the team.

*Be motivated to share your natural talents and see the difference you can make when you step outside your comfort zone!*

**I could not have had a better speaker to start our seminar series and our facility. [Tara] was informative and kept the audience interested and engaged throughout her 45 minute presentation.**

— **Matt Scofield**, Owner,  
*Housatonic Valley Promotions & Business Development Center*



Tara can be reached at:

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TARA ALEMANY IS THE OWNER AND FOUNDER of **Aleweb Social Marketing**, a consulting company that helps creative types (authors, speakers, performers, musicians, and entrepreneurs) build a comprehensive online platform.

### Partial List of Engagements

Lolly Daskal's #LeadFromWithin • Lead Change Radio  
DECA • St. James Job Seekers Network  
Working Women's Forum • eMarketing Association  
The LinkedIn Lady's Show • Jen Olney's #bealeader

For a complete list, please visit: [bit.ly/PastSpeaking](http://bit.ly/PastSpeaking)

Tara has more than 20 years of experience writing, training, and providing application support and process analysis to businesses. She uses these skills to educate technophobes and trendsetters alike, while helping her clients create the visibility they need for successful launches of new books, talks, music, performances, and services.

**With a widely respected ability to communicate difficult concepts that both engage and motivate, Tara's goal is to leave her audience considering new and refreshing views of their roles as leaders.**

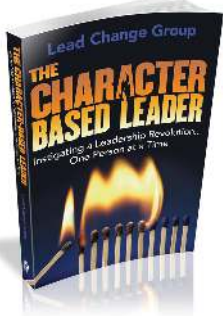
She is often acknowledged for her wealth of knowledge. *If Tara doesn't already know the answer to your question, then she knows how to find it!*

Tara is a blogger, author, speaker, and consultant. In addition, she serves on the Board of Directors of a non-profit ministry, she is a Chaplain of her local Word Weavers chapter, a martial artist, a short-term missionary, and a Mom to two teenagers (one of each).

### INVALUABLE!

The *Character-Based Leader* is a rich collection of ideas from some of the best thinkers around.

— **Frank Sonnenberg**, author of *Managing with a Conscience*



This book is a grand, multi-layered effort by leaders within the Lead Change Organization, and through Tara's dedication, commitment and leadership it has become a beautiful and soulful gift.

— **Lisa Petrilli**, CEO of C-Level Strategies Inc and Chief Relationship Officer at CEO Connection

*...I attended a presentation by Tara Alemany [and] I don't remember when I did ever observe such attention from the attendees before. Tara captured their attention instantaneously and kept it until the last minute, receiving long and warm ovations for the job well done.*

— **Zakhar Glukhovsky**, President,  
*Makes Sense Engineering & Consulting, LLC*



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Teaching Technophobes and Trendsetters for Over 20 Years

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