

Building Your Brand as a Leader

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The Brand Called

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INDIE ROCK Mary Timony takes off her mask

BY BRETT MILANO

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IN ARTS

DIARY OF A PROTEST

All grown up

This weekend's March on Washington showed off the gay movement's growing success at breaking into mainstream American life

BY DORIE CLARK

SATURDAY, APRIL 29, Washington, DC — Days of

Lincoln Memorial. Happy couples with matching rainbow T-shirts bearing slogans like PEG AND LORI, APRIL 29, 2000

STRIKING A RAW NERVE

Black and white

The conflicting responses to Johnnie Cochran's arrival in Providence show that justice and healing mean different things to different people

BY IAN DONNIS

EVEN BEFORE JOHNIE L. Cochran uttered a cadenced word during an April 26 news conference at a Providence show news of his arrival had caused predictable ripples. The flashy Los Angeles litigator is town to represent Leisa Young, the slain black police sergeant Cornel Young Jr., a wrongful-death and civil-rights lawsuit brought against the city for the January slaying of her son; some say he will sow doubt



YOUNG AND COCHRAN: a slain and a controversial lawyer seek answers

just as a grand jury has cleared two officers of criminal responsibility in the slaying. Certainly, the timing wasn't auspicious. Mayor Vincent A. "Buddy" Cianci says Cochran and the \$20 million fee as Providence was beginning to "heal the pain of the tragedy." "If anything flames things," Cianci says, "We're to let him divide this community."

The fact, however, is that Providence like virtually every city in America divided long before Cochran came. Though Rhode Island's capital is a symbol of urban rejuvenation, a bratland subliminally in NBC's hit soap *Providence*, long-standing about racial inequities and police relations were ignored until a galvanized a storm of grass-roots Clifford Montano, president of the NAACP, was polarization before the was quiet polarization. No polarization.

The filing of a civil suit

8 STRATEGIES TO BUILD YOUR LEADERSHIP BRAND



1) Find Your 3 Words

2) Work Backwards



3) Make the Ask



4) Nights and Weekends



5) Get a Wingman



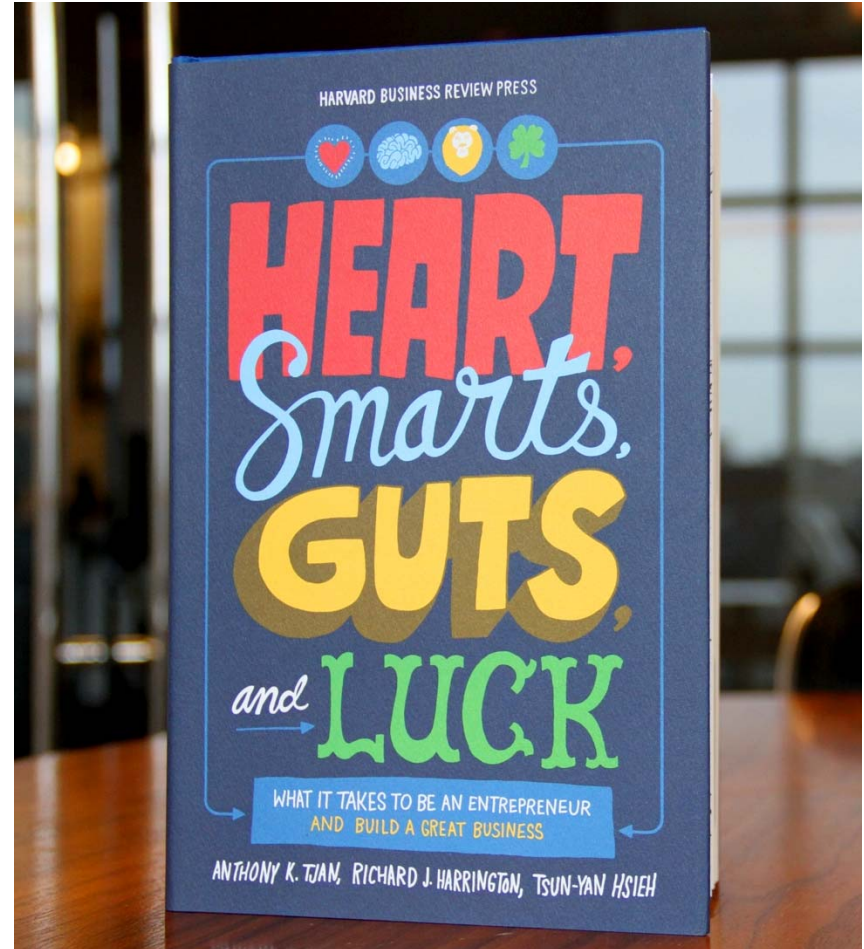
6) Mindshare vs. Market Share



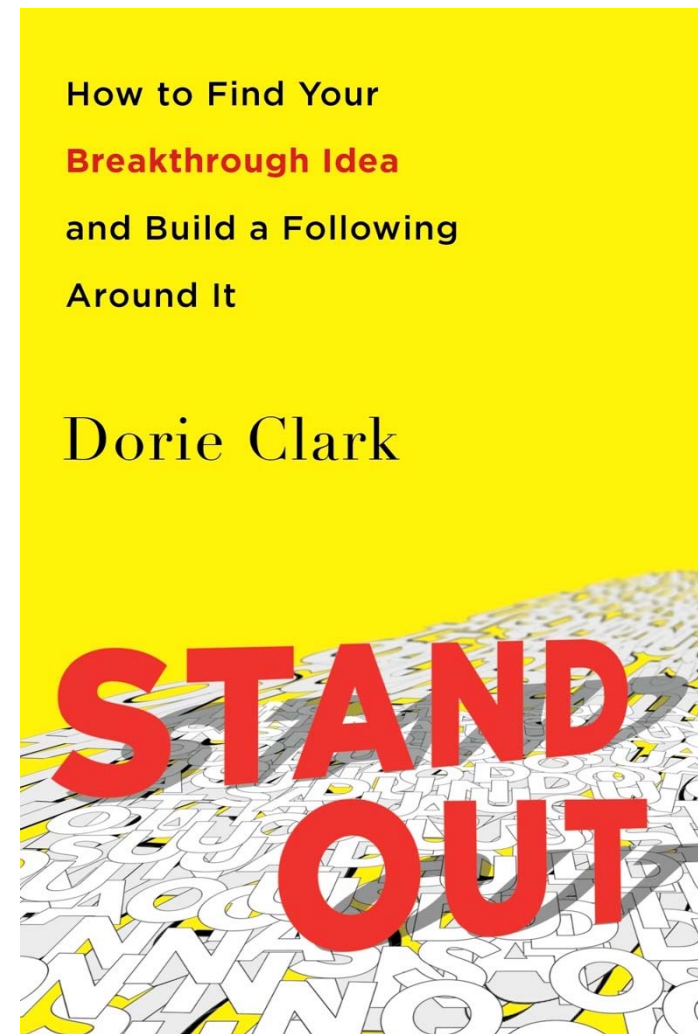
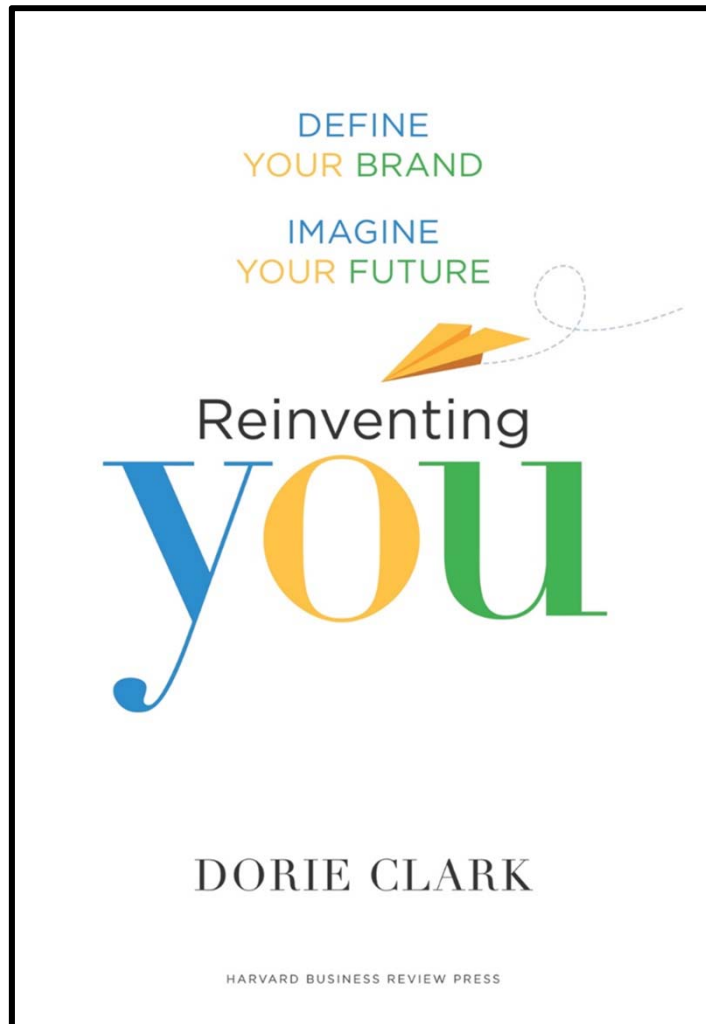


7) Question Assumptions

8) Get Luckier



What will you do
differently starting
today?



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