

# KAPLAN MOBRAY



**AUTHOR, MOTIVATIONAL SPEAKER,  
CAREER AND LIFE COACH**

[WWW.KAPLANMOBRAY.COM](http://WWW.KAPLANMOBRAY.COM)

## PRESS RELEASE

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[Kaplan Mobray Press Room](#)

## Personal Branding Formula: Passion + Profession = Purpose

*Kaplan Mobray to Launch "The 10Ks of Personal Branding" at the New York Times Conference Center with support from the New York Times African Heritage Network*

New York, NY—February 2, 2009—"What do you do?" is often the first question we ask someone new to us. As a society, we define people by their work. As a result, when someone loses a job or falls out of love with their [career](#), they often go through an identity crisis of epic proportions. Having a strong sense of self requires the knowledge to answer that question with or without a paycheck, according to [Kaplan Mobray](#), Author of "[The 10Ks of Personal Branding](#)", being launched at the New York Times Conference Center on Feb. 9 at 6:00 p.m. on the 15<sup>th</sup> floor with support from the New York Times African Heritage Network. The book is available for sale at [BarnesandNoble.com](#), [Amazon.com](#), [iUniverse](#) and as a Kindle e-book. A special audio album is for sale on [iTunes](#).

The book is a 10-step guide for anyone who wants to find their passion, fuse it to their profession, and experience happiness like never before, like a physicist featured in the book who dances in class to capture the attention of her students. Kaplan says that a job loss or a hunger for change is an ideal opportunity to explore who you are, what you have to offer the world and how you can live your dreams.

The CEO of Babyspot.com, the already-profitable social networking portal for proud parents, Zameer Upadhyia, is living proof. Only two years ago he was uninspired as an independent accounting consultant. To top it off, a painful breakup had broken his spirit. Deflated, he went to Kaplan's lecture on the 10Ks. He says it was the 10th K—"Know why you are doing what you are doing today and how it will shape where you are headed tomorrow"—that changed the course of his life.

"After hearing the 10<sup>th</sup> K I immediately etched family, love and success on my index card and instantly decided to pursue my dream. I never looked back, but I still carry that card in my wallet every day."

“What’s in your wallet?,” Kaplan asks readers. He notes that our wallets are plump with pieces of identifying information, but not one that speaks to what we are passionate about. Kaplan declares that an “About Me” card can serve as an affirmation that can help us marry our passion and profession to find our purpose in life.

To give birth to Babyspot.com, Upadhya secured some Angel funding, partnered up with a friend and depleted his savings. His positive attitude is paying off. He says Kaplan taught him how having faith can facilitate the world of possibilities falling into your lap. Every time he looks at the life-changing index card, he thinks how he is grateful for having heard the 10Ks.

Priscilla Ajao, now a manager at a financial services firm, worked on diversity strategy with Kaplan at Deloitte for years. She says she lives every day of her life according to the 10Ks. It was seeing Kaplan in action that convinced her that the principles worked if you applied them consistently and together.

“The 10Ks taught me how to live by decision not by default,” said Ajao. “Anyone from a college student to a business owner to a corporate executive can use these simple but potent principles to live their dreams every day.”

Kaplan encourages people to select a theme song for their personal brand as inspiration. Ajao says hers is “Yes We Can” by Will.I.am.

“He may not realize it, but Barack Obama embodies the 10Ks,” said Ajao. “He is proof that we can all strive for greatness.”

Upadhya says his theme song is “I did it my way” by Frank Sinatra.

“We all have to live our own unique lives and leverage our individual talents and interests to be as happy as we can be in life,” he said.

### **About [The 10Ks of Personal Branding](#)**

In **Chapter 1K**, “**Know Thyself**,” you gained an understanding of the importance of knowing yourself including your current strengths and how your past contributes to who you have become.

In **Chapter 2K**, “**Know What You Want to Be Known For**,” you gave yourself a set of attributes that you want to be known for and laid the foundation for how you will be known by others.

In **Chapter 3K**, “**Know How to Be Consistent**,” you confirmed your commitment to establish greater consistency between your personal and professional life.

In **Chapter 4K**, “**Know How to Accept Failure as Part of Building Your Personal Brand**,” you reflected on your failures and the things that you have learned from your own experiences that have made you stronger, bolder, better, and more complete.

In **Chapter 5K**, “**Know How to Communicate Your Personal Brand Attributes**,” you gained insight into the six-second elevator pitch and a view on what to communicate when trying to leave a memorable impression.

In **Chapter 6K**, “**Know How to Create Your Own Opportunities**,” you explored strategies and methods to create opportunities that can change your life.

In **Chapter 7K**, “**Know and Master the Art of Connection**,” you reflected on how you make connections with others and effective tips to use when networking.

In **Chapter 8K**, “**Know That Silence is Not an Option**,” you focused on not being silent so you can create a memorable impression.

In **Chapter 9K**, “**Know Your Expectations (Not Your Limitations)**,” you internalized the fact that if you don’t expect much from yourself, and others don’t expect much from you, then you will be limited from opportunities to advance in life.

In **Chapter 10K**, “**Know Why You are Doing What You are Doing Today and How it Will Shape Where You are Headed Tomorrow**,” you started the process of personal brand planning so that you can begin to follow your dreams and pursue your goals.

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February 2, 2009

Amy Dean  
President  
Dean Public Relations  
1178 S. East Ave.  
Oak Park, IL 60304

Name  
Company  
Address  
City, State, Zip

RE: Personal Branding Power House

Dear Future Fan of Kaplan,

What everyone in this world wants is to be seen. When I first met Kaplan Mobray, Author of "The 10Ks of Personal Branding" being launched on Feb. 9 at the New York Times Conference Center, he enveloped me with his attention. Only a rare few, like Kaplan, can look past the clutter of their ego and listen so intently and with such unconditional love that it makes you hopeful for the world. Hundreds of others have had the same feeling after meeting Kaplan.

Over the past three years, Kaplan, a saxophone playing, salsa-dancing, diversity leader at Deloitte, has spoken to thousands of people across the country at colleges, Fortune 500 corporations and professional associations about how passion + profession= purpose. Time and time again people tell him that his 10Ks have changed their life.

The CEO of Babyspot.com, the already-profitable social networking portal for proud parents, Zameer Upadhyia, is living proof. Only two

years ago he was uninspired as an independent accounting consultant. To top it off, a painful breakup had broken his spirit. Deflated, he went to Kaplan's lecture on the 10Ks. He says it was the 10th K—"Know why you are doing what you are doing today and how it will shape where you are headed tomorrow"—that changed the course of his life.

"After hearing the 10th K I immediately etched family, love and success on my index card and instantly decided to pursue my dream. I never looked back, but I still carry that card in my wallet every day."

Kaplan is expected to sell 100,000 copies of his book in the first year alone. He has created a cunningly clever strategic sales network and developed a comprehensive social networking strategy that will catapult him to top of the wildly popular personal branding space. He plans to continue his motivational series with the follow up, "The 10Ls of Leadership".

To learn more about the launch event or to request a copy of the book, please visit [www.kaplanmobra.com](http://www.kaplanmobra.com) or contact Amy Dean at 708-445-8258 or via [adean@deanpublicrelations.com](mailto:adean@deanpublicrelations.com).

### **Additional Topics Kaplan can address:**

- 10Ls of Leadership
- 10Ns of Networking
- 10Ts of Time Management
- 10Ps of Public Speaking

### **More about "The 10Ks of Personal Branding"**

Ever wonder when you leave a room what people say about you? Think it would be consistent with who you think you are? Many people can probably name three accurate attributes about Nike or Apple, but not about themselves.

At a time when many of us are soul searching and experiencing unprecedented change, "The 10Ks of Personal Branding" offers case studies and exercises to help people discover their personal brand -- how they want the world to view them -- and, in turn, uncover their true purpose in life.

The book is available for sale at BarnesandNoble.com, Amazon.com, iUniverse and as a Kindle e-book. A special audio album is for sale on [iTunes](#).

Thank you for considering adding Kaplan to your prestigious roster of speakers. If you have any questions regarding the references, Kudos and videos included, please do not hesitate to contact me at 708-445-8258 or via email at [adean@deanpublicrelations.com](mailto:adean@deanpublicrelations.com). I look forward to hearing from you.

Sincerely,

Amy Dean  
President  
Dean Public Relations

## About The Author



**Kaplan Mobray** is an acclaimed author, thought leader and motivational speaker on topics ranging from personal branding, leadership, networking, public speaking and success. His presentations have been described as a life-changing event. For more than fifteen years he has led corporate marketing, advertising, and brand development initiatives for Fortune 500 companies. Kaplan speaks to a variety of audiences, including professional organizations, colleges and universities, sales forces, and corporations. His seminars provide real strategies for real results in making the connection between your personal brand and your life outcome.

Kaplan's business savvy was sparked in college as he earned his B.A. from the University of Pennsylvania Wharton School of Business and College of Arts and Sciences and was the recipient of the prestigious Spoon Award representing the highest honors. Kaplan began his career at Citibank North America and advanced rapidly to the role of National Advertising Manager. From there, he went on to several large advertising agencies, leading direct marketing, brand development, print and broadcast advertising, and public relations initiatives.

In addition to being a corporate executive, Kaplan realized he possessed a keen outlook on personal branding, a topic many people were eager to learn about. Kaplan developed the 10Ks of Personal Branding based on his life experiences and shared this for the first time in a successful presentation at New York University. From there he expanded the lecture to a seminar that would be beneficial to a broader audience. With the launch of his new book, *The 10Ks of Personal Branding*, Kaplan will continue to reach thousands through his speaking engagements, workshops, and media appearances.

As a corporate executive, Kaplan serves as U.S. Diversity Programs Leader at Deloitte, one of the nation's leading professional services firms. Kaplan has been widely quoted in the media and is a frequent speaker at professional conferences. In his personal pursuits, Kaplan is a professional saxophone player. He was named Top 40 Under 40 by the *Network Journal Magazine* and received the 2008 Rising Star Award by the National Association of African Americans in Human Resources (NAAAHR). Kaplan serves on the national board of the Association of Latino Professionals in Finance and Accounting (ALPFA). Kaplan resides in West Nyack, NY, with his wife Astrid and daughter Danse and is active in various charitable and civic organizations. He plans to continue his series of books with the follow-up, *The 10Ls of Leadership*. Visit the author online at [www.kaplanmobray.com](http://www.kaplanmobray.com)

# The **10Ks** of Personal Branding



## (K)reate a Better You

The New York Times African Heritage Network and Kaplan Mobray  
invite you to attend

The National Launch and Book Signing of  
“The 10Ks of Personal Branding” by Kaplan Mobray

**FEBRUARY 9, 2009**

**THE NEW YORK TIMES  
CONFERENCE CENTER**

**620 8TH AVE. 15TH FLOOR  
NEW YORK, NY 10018**

6pm Cocktails

7pm Kaplan Mobray presents “The 10Ks of Personal Branding”

8pm Book signing

This event is by invitation only and seating will be limited  
RSVP to [events@kaplanmobray.com](mailto:events@kaplanmobray.com) by February 2nd to  
reserve your seat or call Annette Davidson at 973-342-0099

For Press and Media inquiries contact Amy Dean at 708-445-8258  
or email [adean@deanpublicrelations.com](mailto:adean@deanpublicrelations.com)

Visit Kaplan online at [www.kaplanmobray.com](http://www.kaplanmobray.com)

# Kaplan Mobray

## Author, Motivational Speaker, Career and Life Coach



### References

"Kaplan's energy and presentation really resonated with the attendees. His *10KS of Personal Branding content* was greatly relevant and everyone loved the interactive nature of his session".

**Ben Elkin**  
**Diversity Retention Manager**  
**Target Corporation**

"The students simply could not stop buzzing about the presentation given by Kaplan. His dynamic presentation and saxophone performance make him a standout among presenters."

**Troy D. Hopkins**  
**Academic Advisor**  
**Professional Program in Accounting**  
**C.T. Bauer College of Business**  
**University of Houston**

"Kaplan delivered an insightful presentation and workshop on personal branding to our Sales Operations group. The attendees were inspired to think about themselves and what they view as their brand. His style and energy motivated us to walk away with a better sense of our true self. He is an amazing speaker!

**Marilia Diaz**  
**Human Development Manager**  
**Perry Ellis International**

"Kaplan delivered a wonderful presentation at our annual Leadership Forum! He received extremely positive feedback from attendees and they enjoyed his energy and passion for the topic of Personal Branding. We would love to have him back!"

**Elizabeth Fison**  
**Program Manager**  
**American Democracy Institute**

"Kaplan delivered his 10KS of Personal Branding presentation at our annual Women in Leadership Conference and was a big hit! Participants greatly enjoyed his workshop and his knowledge of how Personal Branding can create success. We look forward to having him back on campus."

**Mary Hinsley**  
**Sr. Associate Director**  
**Womens Initiative**  
**Adjunct Professor**  
**Ross School of Business**  
**University of Michigan**

## (K)udos for Kaplan Mobray's 10Ks of Personal Branding

### KAPLAN MOBRAY



Author, Motivational Speaker, Career and Life Coach

### Testimonials

*"I want to thank you for sharing the 10 Ks of Personal Branding. I enjoyed listening to the techniques and participating in your presentation. Your approach to self marketing was informative and entertaining. I am looking forward to purchasing your book." "The Amazing" Chantel Lawson*

*"Wow! What an experience. Your presentation on The 10 Ks of Personal Branding was phenomenal. Even after you left, we could not stop singing your praises on such a job well done. The timing couldn't be better. To have you address a topic that I know will have an impact on my career aspirations. Thank you so much." Lisa O'Connor*

*"We met at the PPA Meeting at the University of Houston. I just want to say thank you for coming out. It was one of the best speeches I've heard in years. Thank you for showing us how to define ourselves. I came out of that meeting knowing so much more about myself than when I came in." Giao Tong (The Fighter)*

*"Your 10Ks have had a profound impact on my life in just the few hours that I have known them. I feel lucky and honored to have been present for your speech and I will always remember it and the valuable lessons that you bestowed upon me. I believe you and your words of wisdom are one of those experiences that can change lives. From today forward I am going to do my best to live by your 10Ks and I believe that this will ultimately define who I am and lead me to great success."* **Chris Townsend (Always Optimistic)**

*"Thank you for taking time out of your busy schedule to meet with us at the University of Houston. Your presentation was one of the most inspirational and powerful events I've ever attended!"* **Jennifer Nguyen**

*I heard your speech! WOW! That was very moving and motivating! I truly enjoyed it!* **James Rivera**

*"The 10K presentation was excellent. The points are effective and I will include them in my daily and professional routines. Specifically, I'll be sure to make use of them on job interviews. It was refreshing to hear such an inspirational speaker, thank you!"* **Diolis Beard**

*"Your presentation was informative and inspirational. It has helped me personally and it has also given me something to address as I work with my mentees."* **Milly Pelegrino**

*I just wanted to thank you again. The concept of building my own brand is definitely one of my goals as I enter my career within the next year. The forum was a great event that informed many of us on how to make the right connections.* **Clinton Gray**

*I enjoyed your presentation on "10Ks of Personal Branding." It was such an influential and motivational speech. I will carry your wisdom and knowledge through my career and life.* **"Phoenix" Sue**

*Your speech was so inspiring that I carry the index cards everywhere. I have duplicate copies on my desk and against my mirror, so I can look at it everyday. Before your presentation, I was somewhat and depressed on my options in life about the status of my career after graduation, debating whether or not I should continue my path to be in the corporate world. My depressive stage became worst to a point where I became absent minded in class, work, and social settings. After listening, understanding, and evaluating myself, I realized that there wasn't anything to fear. The bottom line is that your words of wisdom made me realize that life is all about chance and search until you find the right fit. On that note, I would personally like to thank you. I plan to continue to succeed, and see where the outcome takes me.* **Latoya Phillips**

*I enjoyed your technical seminar on the 10K of personal branding. It was a very powerful and moving seminar that I would never forget because it's something that you can always carry with you throughout life in order to stay positive and powerful in everything that anyone can come encounter with. Thank you for sharing your knowledge it was very interesting. Cheryl*

Dear Mr. Kaplan Mobray,

I hope this message finds you well and that you are doing great. My name is Chris Townsend (A.K.A. Always Optimistic) and I am part of the University of Houston's PPA program. First and foremost, I would like to extend to you my deepest gratitude for taking the time and effort out of your busy schedule to address the students at today's PPA colloquium. I must say that today's speech and your 10 K's have had a profound impact on my life in just the few hours that I have known them. What you did today is a testament of how there are truly great people out there that are willing to share life experiences with others to help uplift them in virtually every aspect of life. I feel very lucky and honored to have been present for your speech and I will always remember today's speech and the valuable lessons that you bestowed upon me. This truly comes from my heart and I very much mean what I say.

You spoke of things in life that can variably change ones life, and I believe that you and your words of wisdom are one of those experiences that can change lives. From today forward I am going to do my best to live by your 10 K's and I believe that it will ultimately define who I am and lead me to great success. Again, it was an honor for someone of your breadth and stature to travel so far just to speak with the students at The University of Houston. Keep doing what your doing and I wish you well in everything that you take on. If there are any events when you will be in Houston giving speeches open to the public I would be more than excited to learn about them.

P.S. The highlight of it all was your musical talent and that I was able to meet and get a picture with you. That was truly awesome.

Thank you for your time and help,  
Chris Townsend (Always Optimistic)

Hey Kaplan,  
Great presentation last Friday - the topic of personal branding definitely gets overlooked by us all. I thoroughly enjoyed it.  
Kyle

Kaplan,  
It was a pleasure to meet you during my recent visit to Darden, if only for a few minutes. Your contribution to the weekend's experience made an impact. As a prospective student, the pressures of the GMAT, applications, and interviews tend to skew our notion of our personal brand. It was good to be reminded that as individuals, we have unique contributions to make to the world around us and have a responsibility to make them count when opportunities arise. Thanks for sharing your insight!

All the best,  
Beverly

Kaplan,  
Thank you for your awesome presentation to our class last week.  
I've been telling people how great it was. I expect to see your 12 K's  
presentation on CNBC right before Suzie Orman very soon.

Thanks again,

Anthony

Hello Mr Kaplan,

I had the opportunity to attend one of your sessions at the NABA Eastern Region Student Conference. I was one of the people who had the opportunity to explain why we chose the names listed on our name tag. I was Integrity, Love and Focused, in other to create a better image of me, I was the person who ate the snicker bar and also had to explain why I chose that particular product.

My main reason for writing this e-mail is to inform you that I really learned a lot from your session. Your session was one of the best, and the only one that made a great impact on me over the last weekend. I have tried a couple of points that you provided for us during the session and it has helped me during this past weekend. After your session I had an elevator opportunity with a recruiter on Saturday (evening), and I want to believe that I handled it well. So I really want to say another thanks to you. I really appreciate all your effort in making the conference a success.

- DAMMIE

Dear Kaplan,

It's really evident how much your 10 K's of Personal Branding presentation has improved since the first time I saw it (the first time you gave it). It is also apparent how much you believe in what you are stressing which is a huge part of making the listeners accept and internalize what they are being told.

I believe the most affective, thought-provoking parts of your presentation are the chocolate selection and why did you pick that-- why can't you say that quickly why people should pick you; the example you give of how you were promoted to CITIBANK's national advertising manager through a 10 second elevator ride; and when you make two people say three adjectives about themselves, and three adjectives about the other and then compare (you were also very complimentary in communicating how each of these adjectives described us) . It's the personal touch of these three examples that makes us, the listeners, able to relate and feel like if we just tried slightly harder we would be able to achieve the success that you have.

I bet every person in that room went home after the event and worked on developing their own personal brand.

I hope that was remotely helpful.

Good luck with the book release. It's really a great idea you've conceived.

Best,  
Caroline

Hello Kaplan,

The seminar today was very informative and I know it will help me achieve my goals going-forward. There should be a category added for:

\*\* Excellent

Hello Mr. Mobray:

It was a pleasure to meet and have lunch with you at the Ambassador kick off event on Friday 19<sup>th</sup> January 2007. Thank you for taking the time to share your knowledge with us about the 10K's of personal branding. I especially enjoyed the practicality of your message and the fact that it was not limited to one's corporate career but also could be applied to everyday life.

Edouard

Hi Mr. Mobray,

My name is Han Fang and I'm a part of the WINGS program at Rutgers University. Earlier this evening you gave a truly motivational and inspiring speech at a WINGS event.

I just wanted to thank you for your time and effort and let you know that what you had to say really made an impact on me. I'm constantly striving to break out of my shell and be more assertive. I found your energy and your passion to be really motivational and true to life. I've already told my friends about you and I can't wait until your book comes out!

Thank you again!

Han Fang

Greeting Mr. Mobray

On behalf of the Black History Committee and the National Association of Black Accountants Baruch College Chapter, I would like to take this time to thank you for an inspiring presentation on the 10 "K's" on Personal Branding.

The participants who attended this presentation share left the room with new techniques and facts which they recorded on their index cards. Thank you also for the splendid saxophone piece. We do hope to host you again and maybe to do a book signing when your book is full published and on bookshelves at our on campus bookstore.

Thanks for taking time from your busy schedule for being here also for networking aspect with the members of our chapter, all the students who stayed back after the presentation were really blow with your words of wisdom.

Once again on behalf of NABA Baruch College, I thank you.

Regards

Imran

Kaplan~

just wanted you to know that your workshop was excellent! The exercises were fun, yet thought-provoking and the 10Ks are invaluable. Continued success!

Kind regards,

*Marilyn*

Hi Kaplan,

It was such a pleasure meeting you! On behalf of Baruch students, I would like to take this opportunity to thank you for taking time out of your busy schedule to visit our campus and for sharing your knowledge and expertise with our students last night as we celebrated Black History Month. You are a great speaker and the students truly enjoyed learning about the importance of personal branding in a fun and safe environment. When our students become successful business professionals, we'll know who to thank!

As promised, I'll keep you posted on upcoming career programs and activities at Baruch. Thank you again for your wisdom, enthusiasm and commitment to NABA and Baruch students.

Enjoy your weekend!

Regards,

P.S. Thanks for the saxophone performance at the end of the program—that was such a great treat!

Ingrid Tineo  
Assistant Director, Career Program Coordinator  
Baruch College/Starr Career Development Center

Dear Mr. Mobray,

I'd like to thank you for taking time out of your busy schedule and meet with us at the PPA meeting this past Friday at the University of Houston. Thank you for an outstanding presentation. It was one of the most inspirational and powerful presentations I've ever attended. I've learned so much from the speech. I hope to see you in the near future.

Sincerely,

Jennifer

Kaplan,

It was a pleasure meeting you yesterday at the Inroads Intern Diversity Forum. We met in the lunch line and I mentioned that I also play the saxophone. It was very refreshing to hear you speak about personal branding and the importance of knowing who you are as an individual. I plan to focus on your 10 "K's" to better myself personally and professionally. I would like to keep your information handy as I have determined you are a great resource of knowledge and are of genuine depth when it comes to social and communication skills. My professional career is still in the beginning stages, however I try to align myself with great people with a purpose. Again, I enjoyed your insight and I presume our paths will meet again in the future.

**Chelsea**

Hi Kaplan,

Thanks so much for your e-mail. I left you a voicemail this evening, because I really wanted to thank you in person for your time, energy, and outstanding presentation (and music!) so voicemail was the next best thing. I mentioned this in my voicemail, but I truly cannot thank you enough for the tremendous impact you have made on the students and our recruiting efforts at UH!

Dear Kaplan Mobray:

Wow! What an experience. Your presentation last night on The 10 K's of Personal Branding was phenomenal. Even after you left last night, we could not stop singing your praises of such a job well done.

The timing couldn't be better, as we at Baruch College celebrate Black History Month; to have you address us on such a topic that I know will truly have an impact on my future career aspirations. Thank you so very much.

Lisa O'Connor

Good Afternoon Kaplan,

I just wanted to say hello and let you know I really enjoyed the speech and saxophone performance you put on at the DNLC last week. If your book does get published, I would love for you to let me know because I really enjoyed the your speech on the 10 K's.

Best,

Joseph

Kaplan,

I recently had the opportunity to hear you speak about branding at the TI DI Summit in Phoenix and it has given me a lot to think about. I am the "nurturer" that you chose from the audience during your presentation. In the flash of a moment as I walked to the front of the room to introduce myself to the group I thought about changing my brand to something more "Deloitte like" but did not. As I continued to listen to you list the "knows" I began to think about my future both in and out of the firm and the importance of getting my brand right for me. I firmly believe that people come in your life for a reason and a season and for this I thank you for last week. If during your journeys you need a nurturer on your team please keep me in mind.

Dear Kaplan,

Hello, I would just like to thank you once again for being the keynote speaker at our closing event last Friday. I spoke with some of my peers who attended the event and we all feel that your presentation exceeded expectations. Your insights regarding mentoring were motivating, promising, and helpful. I look forward to reading both of your books and seeing you in the future.

Kind Regards,

Marissa

Mr. Mobray,

I wanted to tell you how much I enjoyed your presentation on Personal Branding. Your presentation showed me many insightful skills to better help myself.

The audience participation and how you made us self reflect through your activities was a welcoming change from presentation I've seen before. You showed a genuine care for the topic you spoke about.

My personal favorite "K" was the 10th K. I wish you much success on your upcoming book.

Best,  
Nidia

Kaplan,

It was a real honor to sit in on your presentation earlier today. Thank you! A delightful enrichment and wonderfully inspiring session. Hope to see you doing another presentation real soon. You touched on several key points that resonated with me, but in particular, my greatest take-away is recognizing that I need to start working on item #8 of the 10k's.

Kind regards,  
**Woody**

Kaplan,

Thank you so much for coming out to Houston and speaking to our recruits at the University of Houston. As an alumnus from UofH, I can really tell you that your speech spoke volumes to everyone in the audience. You had everyone engaged from beginning to end - my compliments. Thank you again,

**Dante**

Kaplan,

I thought about your 10-K's all the way home on the train. Your presentation was mind-changing. I never really thought about how important it is to brand yourself. I plan to put your ideas to good use. I was happy that George listed two of my important characteristics and I achieved some consistency.

I wish I had a chance to discuss your position as diversity recruiter for Deloitte. I don't know if you are aware of this but Rutgers-Newark is the most diverse campus in the country. I consider myself a somewhat diverse student myself and am so proud of my school. I love diversity and think our campus environment truly better prepares students for the globalization of the business world.

My school has a bigger and I believe better business program but our sister campus at New Brunswick seems to draw the attention. You should come to our campus and be prepared to be impressed!

Again, I enjoyed your presentation very much and will be telling my fellow business students about it. Best of luck on your future career as a motivational speaker!

Sincerely,

Susan

Rutgers Business School - Newark

Kaplan,

I really enjoyed the seminar today. I left the training room feeling inspired and motivated knowing that I possess the power to "mind the gap". It hope to have the same effect on others one day soon!

Thanks Again,

Alexis

Kaplan,

You delivered an outstanding presentation yesterday in Phoenix. Thank you for inspiring us all to think differently about our careers and personal brands.

**Jason**

Hi Kaplan,

I just wanted to thank you for the great speech you delivered yesterday, at the senior gathering meeting. By the way you play great saxophone, I knew about it thru your poster, but of course had never heard you. Thanks for that wonderful entertainment. Also, thank you for helping us all think about what we want from life, and what we should do about it.  
Hemant

Kaplan - thanks for running the workshop today. It gave me some positive ideas and tools for advancing my career.

**Benjamin**

I enjoyed the presentation this evening. So much of what Kaplan said is common sense but I never would have thought about branding myself. I really got a lot out of the meeting tonight. Thank you for having me.

Sincerely,  
Susan  
Rutgers Business School

Kaplan  
I just wanted to personally say thank you for visiting us today. The students simply cannot stop buzzing about the presentation given by Kaplan.  
Troy Hopkins  
Academic Advisor

Hi Kaplan,  
This is Angela from the PPA meeting at UH on Friday morning. I'd like to thank you for giving such a fantastic, fun, and most importantly, informative speech. I know it is always a learning process to build up a impressive personal brand. Thank you again and hope to see you soon!  
Angela

Kaplan,  
I hope you enjoyed Tuesday's event as we all worked diligently for its success. We received a lot of great feedback from the students and I thank you for your interactive session. I can honestly say that you really inspire me when I see a vibrant enthusiastic leader who loves what he does. As I mentioned before, I am into the marketing and communications side of business but also plan to acquire the financial knowledge and experience that is vital in this industry. I would love to speak with you more about how you came to do what you do so well, and possible insights or suggestions you may be able to provide me with for my own career goals.

I thank you again for your presentation. Plainly put, it offered a more in-depth analysis of what networking really involves and a great ways to break down a viable activity we can all actively participate in.

It was a pleasure meeting you and hope to stay in touch.

Cynthia

Hello,

It was truly a pleasure to meet you. Much of what you said hit home and I look forward to your upcoming book.

Thank you for sharing your 10Ks with us, it is truly valuable and helpful information.

p.s. I was the "happy mother" who ate the chocolate kiss in front of the room!

Thank you,

*Linda*

Kaplan,

It was a pleasure meeting you yesterday.

I'm sure you've heard the feedback, but your session on the '10Ks of Personal Branding' seemed to be the crowd favorite at the conference. I had never really given any thought to what I'd like my 'brand' to be, so feel fortunate to not have been one of the "involunteers" called on to discuss their brand. However, to be fair, I did want to share my 'brand' (or rather, what I would like my 'brand' to emulate) - composed and astute.

I think one of the most visible cultural gaps we face in the workplace is the disparity between our performance and our image/exposure. Most of us believe that if we do the work, then we will be rewarded - I am guilty of this too. But, we invest very little time cultivating our 'brand' and marketing that brand to the right individuals.

Congratulations on the book - I look forward to reading it!

Shreyas

Hi Mr. Mobray,

I attended your 10Ls of Leadership Seminar at the 2008 NABA Eastern Region Student Conference. I was the audience member who tried to convince the crowd into believing green is red and red is green. I'm still working on that! I wanted to thank you again for allowing me to think of leadership on a whole new level. I used to think I was a leader because I walked faster than all of my peers, but that mentality has definitely changed. I truly appreciated your enthusiasm and your love to motivate others. I hope there will be an opportunity for you to visit Norfolk State University and change the mentality of many other students. Thank you again!

Blessings,  
Michelle

Hi Kaplan,

I'd like to borrow this opportunity to thank you once again for coming out tonight and putting together the amazing presentation tonight. I really learned a great deal. Thanks for sharing bringing this extraordinary experience and for sharing your advice and tips with us. I was exceptionally impressed with your trumpet performance at the beginning too!

Best regards,  
Heidi  
"Sunshine!"

Kaplan:

I just wanted to get in touch with you and say hello! It was great to see you almost a month ago in CT, and I'm surprised you remembered pulling me up on stage. Guess my personal branding was good back then, too.

I definitely agree with your approach, as you described it in the 50<sup>th</sup> floor march story. You've got to act the part you want to be. A while ago I read the 7 Habits of Highly Effective Teens, and that's one of the lessons I've pulled away from it. If you want to be something, start being it without the title, the position, or the accolades. And soon all those things will come into place.

Please let me know if you ever need anything to help with the message you spread.  
**Christopher**

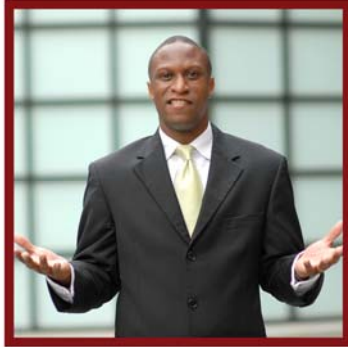
Dear Kaplan,

I really enjoyed hearing your talk on personal branding earlier this week. You have an excellent speaking style that causes people to really engage. I found it very motivating and encouraging. I hope to separate myself in my office and become known as a hard worker and someone that people want on their projects. Thank you for taking the time to speak with us.

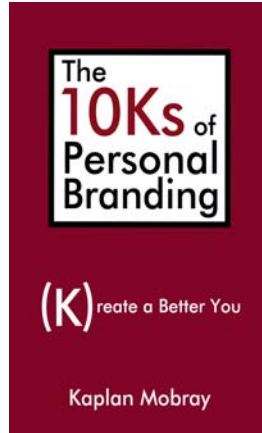
Sincerely,  
Austin

## Kaplan Mobray Keynote Speaking Presentations Roster

KAPLAN MOBRAY



Author, Motivational Speaker, Career and Life Coach



As an author, motivational speaker and corporate executive at Deloitte LLP Kaplan is a frequently requested speaker at professional conferences, colleges and universities and by charitable organizations. In this capacity, Kaplan has recurring opportunities to speak to large audiences on topics of general interest including personal branding, leadership, career development, networking, success and diversity. In 2007 and 2008 alone Kaplan gave nearly 80 presentations nationally on Personal Branding reaching over 16,000 individuals collectively. In 2009 Kaplan will give over 50 keynote speaking presentations upon launch of the his book *The 10Ks of Personal Branding*.

A unique feature of Kaplan's presentation includes a short saxophone performance. The performance is upbeat and interactive as he walks through the crowd while playing. The surprise musical performance and interactive nature of his presentations have made him a stand-out among presenters.

Please see a roster of Kaplan's speaking engagements that detail the audience venues, colleges and universities and organizations where he has and will deliver his inspirational talks.

<b>Date</b>	<b>Venue</b>	<b>Location</b>	<b>Topic</b>
<b>2006</b>			
2/15	New York University	New York, NY	<b>10Ks of Personal Branding</b>
4/21	Rutgers University	New Brunswick NJ	<b>10Ks of Personal Branding</b>
7/26	INROADS National Diversity Forum	Hermitage, TN	<b>10Ks of Personal Branding</b>
10/16	Pace University	New York, NY	<b>Finding Your</b>

			<b>Purpose</b>
11/6	Jackie Robinson Foundation Alumni Leadership Retreat	Las Vegas, NV	<b>10Ks of Personal Branding</b>
<b>2007</b>			
1/4	Deloitte Human Resources	Hartford, CT	<b>10Ks of Personal Branding</b>
1/22	Harvard University	Cambridge, MA	<b>10Ks of Personal Branding</b>
2/22	Baruch College	New York, NY	<b>10Ks of Personal Branding</b>
2/27	INROADS Best in Class Forum	Stamford, CT	<b>Career Development</b>
3/2	University of Houston	Houston, TX	<b>10Ks of Personal Branding</b>
3/3	Jackie Robinson Foundation	New York, NY	<b>10Ks of Personal Branding</b>
3/13	St. Johns University	New York, NY	<b>10Ks of Personal Branding</b>
4/23	University of Minnesota	Minneapolis, MN	<b>10Ks of Personal Branding</b>
4/27	College Summit Leadership Workshop	Washington, D.C.	<b>Leadership in Corporate America</b>
5/11	Baruch College Latino Business Association	New York, NY	<b>10Ks of Personal Branding</b>
6/4	Le Grant Foundation	New York, NY	<b>10Ks of Personal Branding</b>
6/5	Target Corporation	Minneapolis, MN	<b>10Ks of Personal Branding</b>
6/14	Deloitte Women's Group	New York, NY	<b>10Ks of Personal Branding</b>
6/21	National Assoc. of Black Accountants	Philadelphia, PA	<b>10Ks of Personal Branding</b>
6/21	Network Journal Top 40 Under 40	New York, NY	<b>Achievement</b>
6/28	Bank of America	New York, NY	<b>10Ks of Personal Branding</b>
7/17	Deloitte National Leadership Conf.	Phoenix, AZ	<b>10Ks of Personal Branding</b>
7/18	INROADS National Forum	Los Angeles, CA	<b>10Ks of Personal Branding</b>
8/02	INROADS Regional Forum	Chicago, IL	<b>10Ks of Personal Branding</b>

8/06	Association of Latino Professionals in Finance	Orlando, FL	<b>10Ks of Personal Branding</b>
8/25	National Hispanic MBA Association	New York, NY	<b>10Ks of Personal Branding</b>
9/18	Pace University	New York, NY	<b>10Ps of Public Speaking</b>
9/21	Deloitte Regional Diversity Conference	Cleveland, OH	<b>10Ks of Personal Branding</b>
9/24	Association Latino Professionals in Finance and Accounting	Las Vegas, NV	<b>10Ks of Personal Branding</b>
9/26	Out & Equal Conference	Washington, D.C.	<b>Finding Your Purpose</b>
9/27	New Jersey Society of CPAs Career Summit	Edison, NJ	<b>10Ks of Personal Branding</b>
10/2	Diversity Power Conference	New York, NY	<b>Impact of Diversity on Corporations</b>
10/4	National Association of Black Accountants	Philadelphia, PA	<b>Diversity</b>
10/5	National Hispanic MBA Conference	Houston, TX	<b>Diversity</b>
10/11	Reaching Out MBA Conference	San Francisco, CA	<b>Diversity</b>
10/19	National Association of Black Accountants	Houston, TX	<b>Diversity</b>
10/22	Columbia University	New York, NY	<b>10Ks of Personal Branding</b>
10/26	University of Virginia	Charlottesville, VA	<b>10Ks of Personal Branding</b>
11/01	National Hispanic Business Association	Chicago, IL	<b>10Ls of Leadership</b>
11/03	Society of Hispanic Engineers	Philadelphia, PA	<b>Diversity</b>
11/06	Deloitte Hispanic Network	Hermitage, TN	<b>10Ks of Personal Branding 10Ls of Leadership</b>
11/8	Wharton School University of Pennsylvania	Philadelphia, PA	<b>Diversity</b>

11/9	Deloitte Southeast Case Competition Conference	Atlanta, GA	<b>10Ls of Leadership</b>
12/1	Wharton School Whitney Young Conference	Philadelphia, PA	<b>Diversity</b>
12/6	Association of Latino Professionals in Finance & Accounting Leadership Retreat	Phoenix, AZ	<b>10Ks of Personal Branding</b>
<b>2008</b>			
1/17	University of Florida	Gainesville, FL	<b>10Ks of Personal Branding</b>
1/27	Association of Latino Professionals in Finance & Accounting	Atlanta, GA	<b>Diversity</b>
2/1	Deloitte Parsippany Office Black History Month Keynote	Parsippany, NJ	<b>10Ks of Personal Branding</b>
2/9	Association of Latino Professionals in Finance & Accounting Regional Student Summit	San Francisco, CA	<b>10Ks of Personal Branding</b>
2/12	Perry Ellis International	Miami, FL	<b>10Ks of Personal Branding</b>
2/21	Deloitte Technology Development Summit	Phoenix, AZ	<b>10Ks of Personal Branding</b>
2/28	Rutgers University Mentoring Conference	New York, NY	<b>10Ks of Personal Branding</b>
4/15	Rutgers University Professional Speaker Series Keynote	New Brunswick, NJ	<b>10Ks of Personal Branding</b>
4/16	Bank of America Leadership Summit	New York, NY	<b>10Ls of Leadership</b>
5/5	Baruch College	New York, NY	<b>10Ns of Networking</b>

5/15	Deloitte Womens Conference	Jericho, NY	<b>10Ks of Personal Branding</b>
5/16	Deloitte Womens Conference	Parsippany, NY	<b>10Ks of Personal Branding</b>
5/21	Association of Latino Professionals in Finance & Accounting Professional Development Event	Washington, D.C.	<b>10Ks of Personal Branding</b>
5/22	Deloitte Women's Conference	Boston, MA	<b>10Ks of Personal Branding</b>
5/30	Deloitte Leadership Summit	New York, NY	<b>10Ks of Personal Branding</b>
6/20	New York Times Diversity Roundtable	New York, NY	<b>Diversity</b>
6/22	Howard University	Washington, DC	<b>Diversity</b>
8/05	Deloitte National Training Conference	Greenwich, CT	<b>10Ks of Personal Branding</b>
8/11	Association of Latino Professionals in Finance & Accounting National Conference	Phoenix, AZ	<b>Persuasive Communications</b>
8/18	National Asian Accounting and Finance Conference.	New York, NY	<b>10Ks of Personal Branding</b>
9/27	Lehigh University	Bethlehem, PA	<b>10Ks of Personal Branding</b>
10/2	Association of Latino Professionals in Finance & Accounting Leadership Summit	Detroit, MI	<b>10Ks of Personal Branding</b>
10/3	University of Michigan Annual Women's Leadership Conference	Ann Arbor, MI	<b>10Ks of Personal Branding</b>

10/4	National Association of Black Accountants	Norfolk, VA	<b>10Ks of Personal Branding</b>
10/7	Baruch College	New York, NY	<b>10Ks of Personal Branding</b>
10/15	University of Nevada Las Vegas	Las Vegas, NV	<b>10Ks of Personal Branding</b>
10/25	University of Washington	Seattle, WA	<b>10Ks of Personal Branding</b>
10/28	New York University	New York, NY	<b>10Ks of Personal Branding</b>
10/29	Queens College	Flushing, NY	<b>10Ks of Personal Branding</b>
11/01	Association of Latino Professionals in Finance and Accounting	San Francisco, CA	<b>Diversity</b>
11/05	Wharton School University of Pennsylvania	Philadelphia, PA	<b>Diversity</b>
11/06	Depaul University National Asian Accounting and Finance Conference	Chicago, IL	<b>10Ks of Personal Branding</b>
11/10	Rutgers University	New Brunswick, NJ	<b>10Ks of Personal Branding</b>
11/18	University of Illinois-Chicago	Chicago, IL	<b>10Ks of Personal Branding</b>
11/20	National Association of African Americans in Human Resources Awards Gala	New York, NY	<b>Finding Your Purpose</b>
11/21	Wharton School Whitney Young Conference	Philadelphia, PA	<b>Career Development</b>
11/22	American Democracy Institute	New York, NY	<b>10Ks of Personal Branding</b>
<b>2009</b>			
1/29	Temple University	Philadelphia, PA	<b>10Ks of Personal</b>

			<b>Branding</b>
2/4	Association of Latino Professionals in Finance and Accounting Student Summit	Newark, NJ	<b>10Ks of Personal Branding</b>
2/9	New York Times National Book Launch	New York, NY	<b>10Ks of Personal Branding</b>
2/10	Pace University	New York, NY	<b>10Ks of Personal Branding</b>
2/16	University of Pennsylvania	Philadelphia, PA	<b>10Ks of Personal Branding</b>
2/17	Mastercard	Purchase, NY	<b>10Ks of Personal Branding</b>
2/19	Florida International University	Miami, FL	<b>10Ks of Personal Branding</b>
2/23	Johnson & Johnson	New Brunswick, NJ	<b>10Ks of Personal Branding</b>
2/26	Rutgers University	New Brunswick, NJ	<b>10Ks of Personal Branding</b>
3/3	TBD	Minneapolis, MN	<b>10Ks of Personal Branding</b>
3/6	TBD	Bentonville, AR	<b>10Ks of Personal Branding</b>
3/11	TBD	Waltham, MA	<b>10Ks of Personal Branding</b>
3/13	Deloitte Atlanta Black Employee Network	Atlanta GA	<b>10Ks of Personal Branding</b>
3/24	Wharton Alumni Association	New York, NY	<b>10Ks of Personal Branding</b>
4/16	TBD	Norfolk, VA	<b>10Ks of Personal Branding</b>
4/28	Baruch College Keynote Address	New York, NY	<b>10Ks of Personal Branding</b>
8/21	National Sales Network Annual Conference	Atlanta, GA	<b>10Ks of Personal Branding</b>