

**CEO Coach Chuck Bolton Conducts Executive Branding Course at the  
University of Minnesota's Carlson School of Management**

*Bolton Will Guide Executives to Optimal Results by Defining Their Leadership Brand*

**MINNEAPOLIS (August 31, 2011)** – Chuck Bolton, a C suite-level executive and top team coach, nationally recognized author, speaker and president of The Bolton Group LLC, will be an executive education instructor this fall at the University of Minnesota's Carlson School of Management.

Working with executives and top teams from mid-size companies to Fortune 15 global powerhouses, Bolton's client list includes corporations such as Baxter, Hewlett-Packard, Covidien and Boston Scientific. He assists senior leaders in mastering the proven behaviors that top performers demonstrate, helping them create greater value for themselves, their teams and their companies. Bolton has also been a guest speaker at Harvard Business School, and has been featured in dozens of articles and television segments around the country. "Chuck Bolton's track record as a leadership coach speaks for itself," says Mark Kizilos, assistant dean at the Carlson School of Management. "He's the kind of expert that will provide managers and executives a world-class learning experience."

Bolton's course, "Optimizing Your Unique Executive Brand," ([www.youtube.com/watch?v=ZndKUhSAT1o](http://www.youtube.com/watch?v=ZndKUhSAT1o)) is patterned from his "Creating Your Unique CEO Brand" keynote speech and workshop. It will be offered September 13, 2011 as an executive education offering at the Carlson School of Management. Designed for high-level and mid-level business leaders and CEOs, this session will cover the factors that define 75-96% of executive success, and will share a proprietary seven step framework for how to develop, market and continually improve an executive's unique brand.

**About Chuck Bolton**

Chuck Bolton is president of The Bolton Group LLC, an executive assessment and development firm headquartered in Minneapolis, MN. The Bolton Group is retained by CEOs, boards and senior executives seeking positive change in their leaders and top teams through behavioral coaching. Chuck is the developer of a proprietary assessment tool called Top Team Check, the author of *Leadership Wipeout: The Story of an Executive's Crash and Rescue*, and a contributing author of *The Power of the Platform: Speakers on Life and The Power of the Platform: Speakers on Purpose*. He is a sought after speaker on executive development and leadership topics. He holds a MBA from the Keller Graduate School of Management and a BA from Saint Mary's University of Minnesota. Learn more at [www.chuckbolton.info](http://www.chuckbolton.info) or [www.theboltongroup.com](http://www.theboltongroup.com).