

# Discovering Personal Leadership: The Power in Defining Your Signature Story

February 10, 2017 (8:00-10:00 a.m.)  
*Sorensen Center, Utah Valley University*

## Speaker & Facilitator

**M. Bridget Cook-Burch**

*New York Times and Wall Street Journal Bestselling Author;  
CEO Inspired Legacy; Executive Director, SHEROESUnited.org*



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**Description:** What power, specifically, can you gain from defining your signature story? Why should you, as a leader, care about this? This workshop will engage you in understanding that your destiny and that of the world depends on it. Bridget Cook-Burch has spent years studying and participating in leadership efficacy and the power of storytelling. As a strong business leader, civic leader, and activist, she has spent decades observing world leaders and the power of their expressed stories in defining roles, breaking glass ceilings, and opening new doors for career and leadership growth. While she specializes in helping women break through barriers using the power of story, she has also worked with high-profile, powerful men and women celebrities, church and state leaders, civic and university leaders, and more. In this hands-on workshop, you will discover the power of recognizing, organizing, claiming, and utilizing your signature story to develop strong self-mastery and the ability to open doors of opportunity in your outer world as a leader in your community, work, and beyond.

**Bio:** Bridget Cook-Burch is a *New York Times & Wall Street Journal* bestselling author and speaker known for riveting stories of transformation. Her powerful work has been showcased on *Oprah*, *CNN*, *GMA*, *Dateline*, *The History Channel*, *NPR*, and in *People*, among many others. As a leader, storyteller, trainer, and international human rights activist, her greatest passion is helping others to discover the importance of their own story and to become leaders in their own communities and worldwide. Bridget's many national bestsellers include *The Witness Wore Red: the 19th Wife Who Brought Polygamous Cult Leaders to Justice*; *Shattered Silence, the Untold Story of a Serial Killer's Daughter*; *Skinhead Confessions: From Hate to Hope*; *Leading Women: 20 Influential Women Share Their Secrets to Leadership, Business, and Life*; and *Living Proof*. Bridget has owned and operated businesses in Utah and Colorado, including a multi-million-dollar trucking company. She hosts writers' retreats and leadership retreats in Utah, India, and Italy. She was recently awarded "Iconic Leader of the Decade" from the Women's Economic Forum.