



A PROPOSAL BY
JAMES ROSSEAU, SR.

PROJECT
**THE CORELINK SOLUTION
RADIO SHOW**

PROGRAM PROPOSAL

*Helping individuals link to their core
(their unique gifts, talents, passion
and purpose) and pursue their
potential.*

OVERVIEW

HOST

James B. Rosseau, Sr.

DESCRIPTION

“The Corelink Solution Radio Show” is a weekly one-hour talk-focused show that provides awareness and actionable insight to help people be more successful in their careers and leadership. The show focuses on themes and topics that will empower people to link to their core (unique gifts, talents, passion, and purpose) and pursue their potential.

The host, James Rosseau, Sr., unpacks these topics through his stories as an experienced leader (who worked his way up to the boardroom from an unlikely path) along with his guests.

FORMAT

The show will initially air weekly for one hour. Talk will often be interspersed with call-in questions from listeners and pre-produced media (e.g., stories, etc.) related to the week’s theme. Guests will be wide-ranging, including CEOs, C-Suite executives, thought leaders, entrepreneurs, and more, providing the audience with a wealth of perspective.

THE AUDIENCE AND THE NEED

The show targets two main primary listeners.(1) The career entrant who is relatively new to the journey and struggle with where to start.(2) The advancement seeker, who has worked for some time but feels stuck relative to getting to the next level and sometimes even defining what “next” truly is. Common to both of these listeners is disengagement, attributable to more than 60% of U.S. employees.

MARKET NEED

U.S. employee engagement and job satisfaction rates remain challenged. At the same time, studies have continued to show a significant shift in what employees desire. Unfortunately, many organizations struggle to avoid the common practice of promoting great individual contributors into leadership roles without proper training. To make matters worse, most Americans do not feel empowered to improve their situation as they lack the insights and skills to do so.

OUR SOLUTION

James brings empathy and experience. Having started from uncertainty in his career and working his way up to the C-Suite in Fortune 100 organizations, he understands navigation challenges through spaces.

James has led large, diverse, and geographically dispersed teams; is a published author; has served as an Executive in Residence at the Kellogg School of Management; coaches C-Suite leaders and serves as a board member for DeVry University.

As a published author, James' first book, *Success on Your Own Terms: 6 Promises to Fire up your Passion, Ignite Your Career and Create an Amazing Life*, served as a codified continuation of his leadership style and the platform from which he created an entire curriculum to empower others.

HOST BACKGROUND

JAMES ROSSEAU, SR. (BIOGRAPHY)

James is the CEO of The Corelink Solution, a mission-driven non-profit organization focused on revitalizing communities by empowering individuals to reach their career potential.

James has more than 20 years of professional experience in the financial and retail industries. He most recently served as the Chief Commercial Officer for LegalShield, where he was responsible for products, brand advocacy, organizational alignment and strategy for the company. He joined LegalShield in 2014, creating LegalShield Business Solutions and serving as its president, driving three consecutive years of substantial growth.

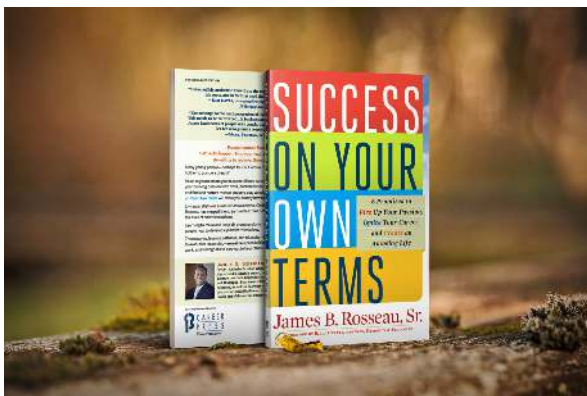
Prior to LegalShield, Rosseau launched the Affinity Solutions brand at Allstate Insurance Co. and served as its president. He led revenue growth through the creation of new distribution partnerships with several corporations, including United Airlines, Intercontinental Hotels, and Bass Pro Shops.

As a senior vice president at JPMorgan Chase Card Services, he was responsible for driving member and revenue growth through partnerships with more than 250 companies. He also served as the HR Service Delivery North America Executive while playing a key role in mergers, acquisitions and divestitures, offshoring and numerous operational and technology transformations.

Rosseau holds an Executive MBA from the Kellogg School of Management, where he also serves as an Executive in Residence for 2018. He earned a bachelor's degree in Business Management from the University of Phoenix, serves on the Board of DeVry University and is the author of *Success on Your Own Terms: 6 Promises to Fire up your Passion, Ignite Your Career and Create an Amazing Life*.

HOST BACKGROUND (CONTINUED)

As a published author, James' first book, *Success on Your Own Terms: 6 Promises to Fire up your Passion, Ignite Your Career and Create an Amazing Life*, acted as a written continuation of his leadership style for those that knew him. The company and podcast have further demonstrated consistency in how he has led.



NEXT STEPS

We look forward to your response.

James Roseau, Sr.

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