



The Power of People

Workshop Announcement

Differentiate or Disintegrate: How To Use Your Personal B.R.A.N.D. To Get Ahead

Wednesday, June 03, 2009 from 6:00 PM - 9:00 PM (CT)
Waldo's Coffee House, 1030 Heights Boulevard, Houston, TX 77008

For registration information go to: <http://peoplepossibilities.eventbrite.com>

Brand Marketing at a Personal Level

Are you confused about personal branding? Everyone's talking about it and why it's so important to have a personal brand and how you must communicate it in person or on the web. Do you feel like you're behind the eight ball on this one? Trust me, you are not alone!

What is a personal brand? Simply put, it's your total perceived value, relative to competitors, as viewed by your audience. If you haven't checked in with your audience lately, it's hard to know what your personal brand is. And how can you communicate something you're not sure about?

Did you know that you have both an external and an internal brand? What your audience sees is your external brand. Who you really are is your internal brand. Until you know who you are on the inside, it's impossible to create and communicate your personal brand. Are you caught in the trap of "irreconcilable differences" between your inner game and your outer game. Are you afraid to let people know who you really are for fear they won't like you or hire you or give you the time of day?

We try so hard to craft an image that we believe people want to see and experience with us. Over time, we get caught up in this image we have created and forget who we really are. We try to ignore our failures and hope they don't come up instead of embracing them and finding the perfection in the experience. We feel that we have to "succeed" over and over again to keep up the image, yet we're not really sure what success is in our hearts.

Don't get me wrong, the image and perception we create is what defines a personal brand. That's my point - if your intent does not equal reality then you have some work to do! If you don't have a clue about what your true identity is and you are creating an image that isn't congruent with who you really are, people will figure it out most likely before you do!

I promise you, if you can get in touch with who you really are to the point that perception is reality, and really know what makes you different, you will be able to leverage that difference in the marketplace.

Nobody can take away who YOU are. YOU are your richest asset.



"Career 2.0: What's Next"

A Workshop Designed for the Young Professional

Four Sessions Beginning July 1, 2009

Do you like your job yet you're not sure what's next? Do you want to grow your career? Do you want to recognize a dead end job before you get into it? Do you want to know how to get past people who don't take you seriously?

Your boss sees you as a problem and it's not your fault but it is your problem. Attend this workshop to identify the steps you need to take to create a future of your choice. Make 2009 the year you move in the direction YOU choose.

This workshop is all about putting you in the driver's seat of your career. It is not about the mechanics of getting a job. Nor is it about "fitting in" or doing what other people want you to do. It's about acknowledging what is important to you and assisting you to get where you want to be.

When you attend the "Career 2.0: What's Next?" Workshop, you will:

- Identify and learn how to walk on the path you are most passionate about
- Shift connections and find people who can help you
- Manage your current situation and chart a plan into a suitable career situation
- Learn how to communicate and be heard by coworkers and superiors using a powerful behavioral assessment intertwined with coaching and personal action planning
- Craft career "experiments" to try on the possibilities through a process of trial and error
- Develop your personal branding strategy and create leverage
- Next? Plan your career path with the end in mind

This time of your life is meant for self-discovery, redefining what is important to you while charting your path to success and fulfillment. You can have the career you want and be successful doing it. You just need the tools to help you get there.

If you've already got a handle on your career and are ready to "amp it up" in 2009, you won't want to miss this workshop! Let's talk about it - call or text me for registration information.

Kathi Crawford

Success Coach to Purposeful Generation X/Y Professionals

Upcoming Events

JUN 3, 2009

"Differentiate or Disintegrate: How To Use Your Personal B.R.A.N.D. To Get Ahead"

Facilitator

[Workshop Open to the Public](#)

JUN 23 & 30, 2009

"The Power of You"

Instructor, The University of Houston

[EmPOWER Leadership Certificate Program](#)

JUL 1, 8, 15 & 29, 2009

"Career 2.0: What's Next"

Facilitator [Workshop](#)

[Open to the Public](#)

AUG 4 & 11, 2009

"The Power of You in Action"

Instructor, The University of Houston

[EmPOWER Leadership Certificate Program](#)

PS Feel free to invite your friends and colleagues to this workshop. Be sure to reserve your space first as the workshop is limited to the first 20 who register!

Contact Information

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What Are You Curious About?

Is there a "people" topic you would like to read about in an upcoming newsletter or on our blog? If so, let me know. Email me at krcrawford@peoplepossibilities.com.

About

In April 2008, Kathi Crawford, SPHR, IAC-CC, founded People Possibilities LLC, a company that focuses on building capability through people. The mission of her company is to be a catalyst for positive, evolutionary change with individuals, groups and organizations. Kathi has coached, motivated and supported executives and professionals to build leadership capability, identify career development opportunities and transform careers. She believes leadership starts with the individual and if we lead in order to build more leaders, we will become the leader that others want to follow. Learn more about our services by visiting our website.

Quick Links

[People Possibilities Website](#)

Dan Schwabel, a personal branding expert, has introduced a whole new generation to personal branding, as he opens up new opportunities and strives to elevate the practice. His Personal Branding Blog is consistently ranked in the top 70 marketing blogs in the world by AdAge, and has achieved syndication from Forbes, Reuters and Hoovers.

[Dan's Blog](#)

Save \$100	Register now for "Career 2.0: What's Next" Workshop!
Offer Expires: June 30, 2009	

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