

Differentiate or Disintegrate:

How to Use Your Personal B.R.A.N.D. to Get Ahead

Be more.



Facilitator: Kathi Crawford, SPHR, IAC-CC

Workshop Description

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

Experts agree — "personal branding" is a key to long-term career success. Join us in this workshop to find out exactly how to create your personal branding statement and the profound impact this work will have on your career.

Key takeaways include:

- The necessary elements for creating a **great** B. R. A. N. D.
- How to use your B. R. A. N. D. to get ahead
- How to recognize when you're "off" B. R. A. N. D. and how to get back on track
- How to use your B. R. A. N. D. as part of a long term career strategy

This is a three hour workshop where we will use personal branding templates and exercises in an interactive setting. Take charge of your professional destiny by attending this unique personal branding workshop!



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