



Ignite Your Personal Brand

Who you know matters. Who knows *you* matters even more – and in business today, it's hard to stand out. You can't afford to wait for things to happen, you need to make them happen! What are the components that go into building and marketing your personal and professional brand?

In this session, you will gain strategies to develop your brand within your organization and industry, leading to greater professional success and recognition.

Learning Outcomes

Participants who complete this program will be better able to...

- Project confidence and competence in your Manner
- Identify Advocates that can support your career
- Continue to Grow and develop
- Get Involved to increase your visibility as an expert
- Create Commentary through writing and speaking

Content:

1. Pay attention to your personal **Manner**
 - How you come across to others
 - Identify self-limiting behaviors
2. Develop **Advocates**
 - Identify strategic advocates
 - Create a plan to develop and maintain advocates
3. Continue to **Grow**
 - Expand your knowledge and skillset
 - Take risks
4. Get **Involved** strategically
 - Involvement within your company, industry and community
 - Taking leadership roles
5. Create **Commentary** to be perceived as an expert
 - Communicate through writing
 - Find speaking opportunities

Materials:

Customized handout and *Ignite Your Personal Brand: Create Positive Visibility* book by Marjorie Brody