

# Building a Positive Personal Brand

What five words would people use to describe you? Whatever they are, they are your **Personal Brand**. Just like a company's brand--Apple or Enron--your **Personal Brand** can be positive or negative.

No matter what their function or role, everyone has a **Personal Brand**, but not everyone manages their brand strategically or successfully. When ignored, your brand relies on word of mouth and reputation, which poses two main problems:

1. Your **Personal Brand** is out of your control and people are left to decide for themselves, and
2. A negative image or reputation is quite difficult to turn around.

Whether you are looking for a new job, drumming up sales leads, navigating your career path within an organization, or looking for people to invest in your ideas, a **Personal Brand** helps others know exactly who you are, what you can do, and how you benefit the people around you. Your **Personal Brand** is what pops into their minds when they think about you. Much like product brand management in the marketing world, having a **Personal Brand** is about relentlessly getting out the positive word about YOU so that you can land that job, book that client, snag that promotion, or ink that business deal.

This program covers some of the basics of your **Personal Brand** and is appropriate for those interested in understanding how the **Personal Brand** movement has changed the way things get done in today's newly-connected business world. Participants will learn the fundamentals of building their brand and will explore a variety of ways to distribute and manage their brand, including managing their on-line image.

## PROGRAM OBJECTIVES:

- Understand the importance of building and evolving a personal brand
- Identify the "Four Keys to Successful Branding"
- Build a brand using a three-step process
- Value the impact of "image" on your brand
- Practice skills to greatly improve your image
- Manage your on-line image and brand

## PROGRAM LENGTH:

90 minutes (Overview Session) OR  
Half Day (includes Practice Sessions and Exercises)

## TARGET AUDIENCE:

This program is designed for professionals interested in their career and personal development. It is appropriate for any function or level and can be tailored to target the specific needs of your group.