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**Changing Vantage Points to Create Advantage**

## **Harness the Power of Your Brand Program/Keynote**

<b>Objective:</b>	To give participants tools on how to develop their own personal brand which can help guide their careers and their life with more personal satisfaction and success
<b>Target:</b>	This program is relevant for individual contributors, middle managers and senior executives. Program can be adjusted depending upon the audience's level of experience.
<b>Areas Addressed:</b>	<ul style="list-style-type: none"><li>• Defining Branding as a promise and the power that a promise holds.</li><li>• Understanding your target audience and why that matters.</li><li>• Positioning statements as a guide post for the branding process.</li><li>• Understanding how “everything communicates” and the need for consistency.</li><li>• Taking charge of your own brand or risk “being positioned”</li><li>• The importance of choice and sacrifice in branding.</li><li>• Developing a road map to transform your brand from x to y</li><li>• Why knowing and nurturing your brand matters.</li></ul>
<b>Applicable Learning</b>	<p>Participants will walk away with some learning about themselves and how to apply it.</p> <ul style="list-style-type: none"><li>• What are my strengths and interests and what do they say about me as a brand?</li><li>• Are my behaviors and actions consistent with my brand promise?</li><li>• Do I have a clear point of difference or am I trying to be all things to all people?</li><li>• Am I keeping true to my brand essence in all of my life choices?</li><li>• I have the tools and understanding to apply traditional branding techniques used by large consumer brand companies to use on my personal branding efforts</li></ul>