



## The Connected and Committed Brand YOU 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>