

Personal Branding in an Ever-Changing World

with Diane Darling

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Tiffanys, Starbucks, Apple, Martha Stewart to name a few – they all spend billions defining and reinforcing their brand. What can you learn from them and what is your personal brand?
Simply stated, your brand is what others say about you when you're not in the room. Each time you interact with others you reinforce, alter and impact your reputation and how others feel about you. There are intentional ways for you to take charge of your brand instead of having others decide it for you.
In this program, you'll better understand how to create your personal brand and keep it relevant as your career develops.

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Key takeaways include:

- Better understanding of what a personal brand is and why it's important
- Ways to learn what your brand is and does it match what you want it to be
- What your LinkedIn profile says about your personal brand
- Non-verbal messages you send with your appearance, email messages, body language
- Action steps to take when your brand needs a refresh
- Strategies when you make a mistake – think Felicity Huffman or Martha Stewart
- Building your own personal board of advisors and how to engage them

