

Similar to a commercial product, everyone has a brand:

your clients, your colleagues and YOU. When we think of brands, Apple, IBM and Nike come to mind. In advertising terms, a strong brand image propels consumers to buy. A strong leadership brand, for example, propels others to follow, believe, trust, emulate or purchase.

PERSONAL BRANDING is at the forefront of career and professional development. It is a strategic process for maximizing your assets, credentials and strengths; packaging yourself in a way that aligns image with vision; and determining the best market channels and tactics to reach your goals.

WORKSHOP OBJECTIVES

- Understand the power of personal branding by exploring some well-known brands
- Define how your strengths and personality attributes can be integrated into your work
- Understand the emotional brand attributes that are most compelling to your clients and/or employer
- Gain insight into perceived team roles
- Create an action plan to achieve your professional goals

PERSONAL BRAND ASSESSMENT

OPTIONAL: Three to four weeks prior to the workshop, all participants will receive an online 360 Reach survey password. The participant will complete a self-assessment and send it to 20-30 others whose feedback they respect.

The survey tool is the first and leading web-based personal brand assessment that provides a comprehensive understanding of how you are perceived. It provides the critical feedback needed to expand career or business success.

WHAT'S YOUR BRAND?

WHAT GOOD IS BEING THE BEST PRODUCT ON THE SHELF
IF NO ONE KNOWS ABOUT YOU?!

"Marva Goldsmith makes great things happen! She is a master of branding and a truly creative thinker who knows how to bring ideas from conception to success. An investment in Marva Goldsmith & Associates will help you as a leader to achieve your goals."
Marta Wilson, CEO,
Transformation Systems, Inc.



Marva Goldsmith is a national speaker, an author, and facilitator/trainer on image and brand management, leadership development and team building.

She is also the author of **Re-Branding Yourself After Age 50**, a self-help guide for Baby Boomers in the midst of career reinvention. Marva has worked with diverse organizations and audiences from corporate America to incarcerated youth, always sharing the good news about image and personal branding.

For more info visit: branding50.com or marvagoldsmith.com