



Keep the best. Revitalize the rest.

ADVANCING PROFESSIONAL WOMEN

Focused Topic: Personal Branding®

Workshop Goal: After completing this workshop, professionals will have:

- An understanding of how to think and behave like a valued brand within the firm
- A framework for leveraging their talents to advance to positions of leadership
- Action items to impact others' perceptions of them as having valued leadership potential

Overview

Everyone has a unique set of talents that can be leveraged to mutually benefit oneself and one's firm. But women are too often their own biggest obstacle in realizing and promoting those talents. Women, more so than men, believe that quietly doing good work day in and day out eventually leads to advancement. Alternatively, this interactive workshop promotes a proactive approach to taking charge of career advancement and seizing leadership opportunities that capitalize on one's talents. Fundamental marketing principles are applied to help professionals champion their talents, package their capabilities, and promote themselves into positions of leadership.

The Difference Between Bragging and Branding

To be a better self-promoter, we first distinguish between the act of Bragging and the discipline of Branding. One is purely for self-gain. The other recognizes the bigger picture – taking into account the needs of the organization and how one can best match talent to an identified need.

The Five Fundamentals to Building a Personal Brand

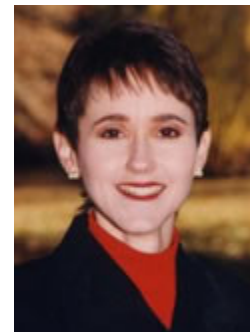
Branding has long been used to differentiate and promote products, services, companies, even people. The need to differentiate or “brand” is useful whenever there are multiple ways to satisfy a single need – 22 kinds of toothpaste, 250 different accounting firms in one market, 500 potential candidates for an open position. We look at the five fundamentals of branding and how they can be applied to distinguish one's abilities and create new opportunities within the firm.

Building Alliances and Visibility

Successful marketing requires that someone first be aware of what you have to offer, then try what you have to offer, then continue to use what you have to offer – Awareness, Trial, and Usage. Participants in this workshop learn to apply this construct to leverage their own brand of talent in their respective firms. Specific action steps are identified to build the necessary alliances and visibility within the firm. These same steps can then be applied to revenue generating activities for the firm, thus arming workshop participants with a skill set that makes them all the more valuable as an asset to the firm.

Instructor Profile

Linda Travis is a 20-year services marketing veteran and founder of Personal Branding®. She began her career working on marketing research assignments for Fortune 500 companies, moved on to become a marketing VP with a nationally recognized financial institution, and led marketing information at a premier staffing company. Today, Linda specializes in branding professional firms and the professionals who represent those firms. She applies fundamental marketing principles to help professionals better champion their talents, package their capabilities, and promote themselves into positions of leadership. Linda is a *Fuqua Scholar* of Duke University's top ranked MBA program and a nationally recognized speaker on branding businesses, professional services, and people.



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