

BUILD YOUR CAREER BRAND

.....► *Based on Your Strengths* ◀.....

CAREER BRAND

Something
you
have

CAREER BRANDING

Something
you
do

BUILDING A REPUTATION HABIT

When it comes to building a reputation, you have to spend conscious time deciding what you want to be known for. Otherwise, you'll be known for what you did well last time. And that might be in the category of what we call "Laundry Tasks" (things you're good at, yet you certainly don't

want to be known as best-in-the-world at). During your training, you will spend some time defining your desired reputation. And you'll align it with your strengths.

Then, you'll get a habit-building practice to help you walk into meetings and work settings as a person who lives into that reputation.



60 MINUTE VIRTUAL TRAINING

WHAT'S IT ABOUT?

This program is a professional development workshop that focuses on building a personal brand and reputation that you'll be proud of.

Past: you'll assess your collection of skills, knowledge, experience, talents, values, and behaviors that color your current brand.

Present: you'll dig into your values, preferences, and energy-makers so that you can use your differences as differentiators.

Future: you'll look out in to the future so that you have a clear reputation aspiration defined.

DIFFERENCES
ARE YOUR
DIFFERENTIATORS



MAKE IT ACTIONABLE

After figuring out new ideas for your career brand, you'll get tools for applying them in these scenarios:

- Written intros, like on LinkedIn or in bios
- Leadership conversations, like career 1:1 meetings
- Meetings and work conversations, so you can live out your career brand in everyday life scenarios

**LEAD
THROUGH
STRENGTHS**

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