



2018
ATTENDEES
WELCOME

Inspirational and Uplifting Insights for
Professional and Personal Growth

47TH
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Annual Conference

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A Brand New You

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Objectives

- Understand what a personal brand is and why you should actively participate in its creation
- Create your personal brand statement and identify your unique value proposition
- Deliver your brand pitch to other attendees and gain feedback

Why Do I Need a Brand?

- Opportunity Finds You
- Networking
- Get the job or the promotion
- Confidence

Finally..... If you aren't branding yourself... Others are branding you.

“A brand is anything – a symbol, design, name, sound reputation, emotion or any other feature that separates one thing from another. It is also the **idea or image** people have in mind when thinking about the specific product or services of a company or **individual.**”

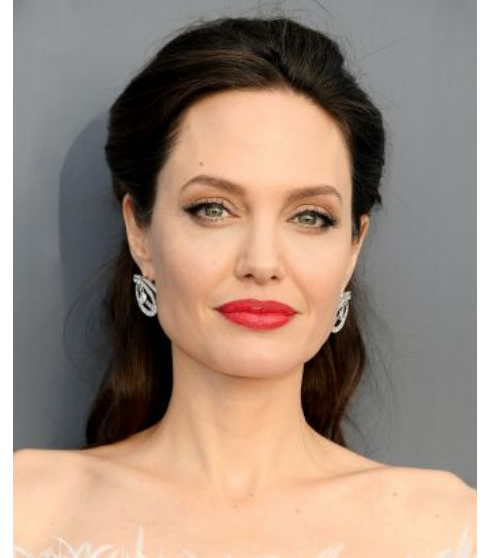
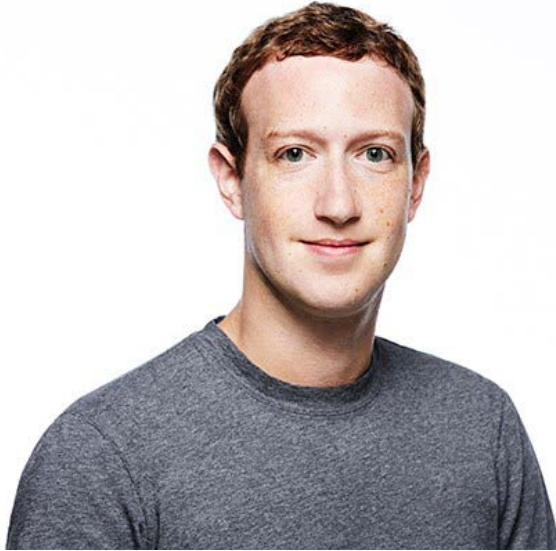
-- *American Marketing Association*

Your Personal Brand

Is your reputation and helps others to understand what their experience may be if:

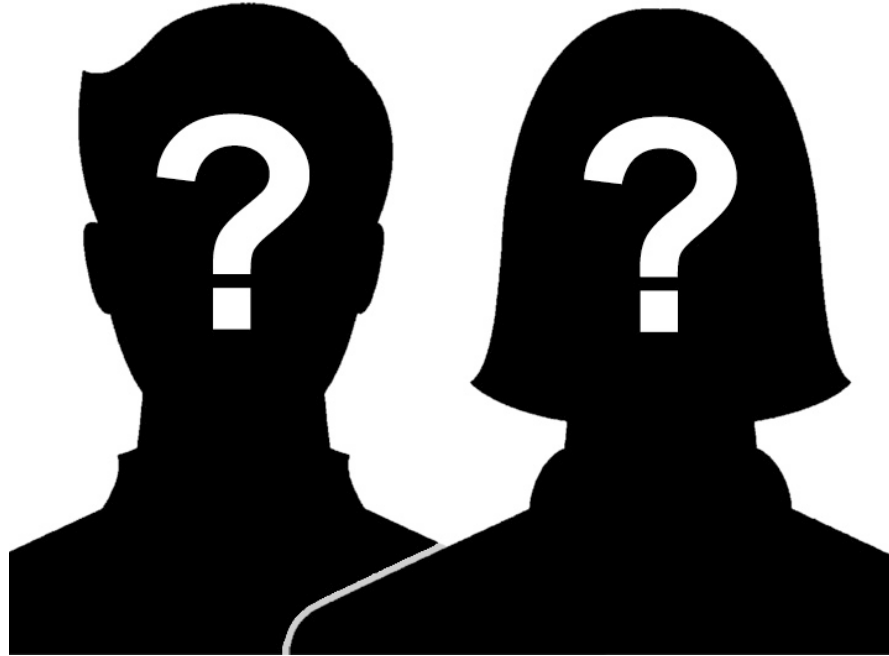
- They hire you;
- Work with you on a team
- Work on a project with you; or
- Work for you

Personal Brand



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Who Has A Strong Personal Brand?



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So How Do I Do it?

- What is your Professional Passion?
- Who is Your Audience
- Differentiators
- Value Proposition
- Brand Statement

Professional Passion



- What did you want to do when you were a child?
- What makes you excited to get out of bed and get to work?
- What were you doing when you were your best self?

The Audience

Functional Needs



Emotional Needs



Who is Your Audience?



- Who is your audience?
- What are their functional needs?
- What excites them?
- What emotional connection can I make with them?

What are your Differentiators?



- What makes you different than others in your role or area of expertise?
- What do others say you bring to the table?

What is Your Value Proposition?

- What value do you bring to your stakeholders?
- What do you want to be known for?
- What are the key drivers to your success?



Crafting Your Brand Statement



- Stay true to your Passion
- Keep the audience in mind.
- Use key words from your brainstorming.

Crafting Your Brand Statement

ChaRee Bradley is an innovative sales leader and learning and development professional, with more than 20 years of experience in diverse industries. A dedicated partner who thrives in ideation, change, leading teams, and driving transformation. ChaRee is an innovative critical thinker who helps others to transform their business and careers by identifying gaps, developing solutions and pushing boulders uphill to drive to new heights of success.

Crafting Your Brand Statement



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Next Steps



- Share your brand statement with others you trust and get feedback.
- Continue to hone your brand statement as you develop and grow.