

# Personal Branding for Leaders

Dr. Domonique Revere, M.Ed., SHRM-CP, ACC, CPD





*“Your personal brand is what people say about you when you’re not in the room.”*

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- “The People’s Champ”
- Doctor of Strategic Leadership
- Award-winning Culture Elevator and Leadership expert, Human Resources Executive, and Author with over two decades of experience
- Wildly passionate about people and improving experiences – through enhanced processes and pragmatic, scalable solutions

# Personal Branding

A WORKSHOP FOR ENTREPRENEURS AND LEADERS

Welcome to our workshop! Here, we'll explore the **importance of personal branding** for business leaders, share practical steps, and engage in meaningful discussions with fellow entrepreneurs.



# Workshop Goals

DISCOVERING PERSONAL BRANDING ESSENTIALS TOGETHER

## Understand Importance

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Personal branding is crucial for success, helping individuals **differentiate** themselves in competitive markets while fostering **trust** and **credibility** among clients and peers, ultimately enhancing professional opportunities.

## Learn Practical Steps

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Participants will acquire actionable strategies to develop and refine their personal brands, focusing on **self-assessment**, **crafting brand statements**, and creating a **consistent** online presence that resonates.

## Engage with Peers

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This workshop encourages interaction and collaboration, allowing us to share experiences and insights, fostering a supportive community that nurtures **growth** and **accountability** in branding endeavors.

# Understanding Personal Branding

## Definition

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Personal branding defines how you present yourself.

## Personal vs. Company Brand

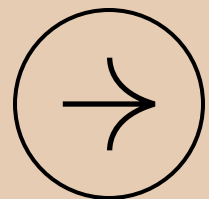
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Distinct strategies for personal and company branding exist.

## Key Elements

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Authenticity, consistency, visibility.





# Personal vs. Company Brand

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Understanding the distinction between personal and company branding is essential for business leaders. While a company brand represents the organization as a whole, personal branding emphasizes individual identity and values, which can greatly influence how clients and colleagues perceive you in professional settings.

# Elements of a Personal Brand

## Authenticity

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Be true to yourself and your values.

## Value Proposition

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Communicate the unique benefits you offer effectively.

## Consistency

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Maintain a clear, unified presence across platforms.

## Engagement

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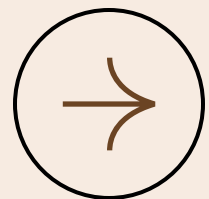
Build relationships with your audience through interaction.

## Visibility

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Ensure your brand is seen and recognized online.

# Building Your Personal Brand



## Identify Strengths

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Discover your unique qualities and what sets you apart.

## Crafting Brand

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Create a clear statement that defines your value.

## Develop Online

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Establish a strong digital presence across various platforms.

# Branding

## CRAFTING YOUR PERSONAL BRAND

### 01 Strengths

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Identifying your unique strengths is essential for creating a personal brand that resonates with your audience and reflects authenticity.

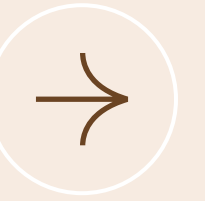
### 02 Statement

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A concise personal brand statement showcases your values and offerings, making a powerful first impression in professional settings.



# Online and Offline Branding Strategies



## Online Presence

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Build credibility through strong digital platforms.



## Offline Engagement

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Foster relationships through in-person interactions.

# Advanced Strategies for Brand Growth

## Reputation

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Manage your brand perception effectively and proactively.

## Storytelling

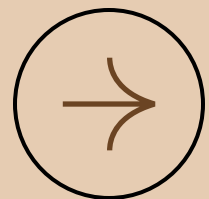
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Leverage narratives to connect with your audience.

## Impact

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Measure brand effectiveness through diverse metrics.



# Storytelling

## CONNECTION

### 01 Emotion

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Effective storytelling allows you to connect with your audience on a personal level, fostering trust and engagement.

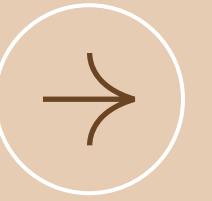
### 02 Authenticity

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Sharing genuine experiences makes your brand relatable, encouraging others to resonate with your journey and values.



# Authenticity and Professionalism: Finding Your Balance



## Authenticity

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Being true to yourself builds connection and trust.



## Professionalism

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Balancing personal touch with maintaining industry standards.

# Doing It Right

SUCCESSFUL PERSONAL BRANDS







# Start Shaping Your Brand



CONTACT US

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[Domonique@hremedyconsulting.com](mailto:Domonique@hremedyconsulting.com)

609-442-7780