3 Tricky Truths Association Executives Miss that Keep You STUCK instead of UNSTOPPABLE in your Career

Personal Branding to Stand Out in a Crowded Job Market

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#CareerLift

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Change is certain – wherever you land!

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A little about me…

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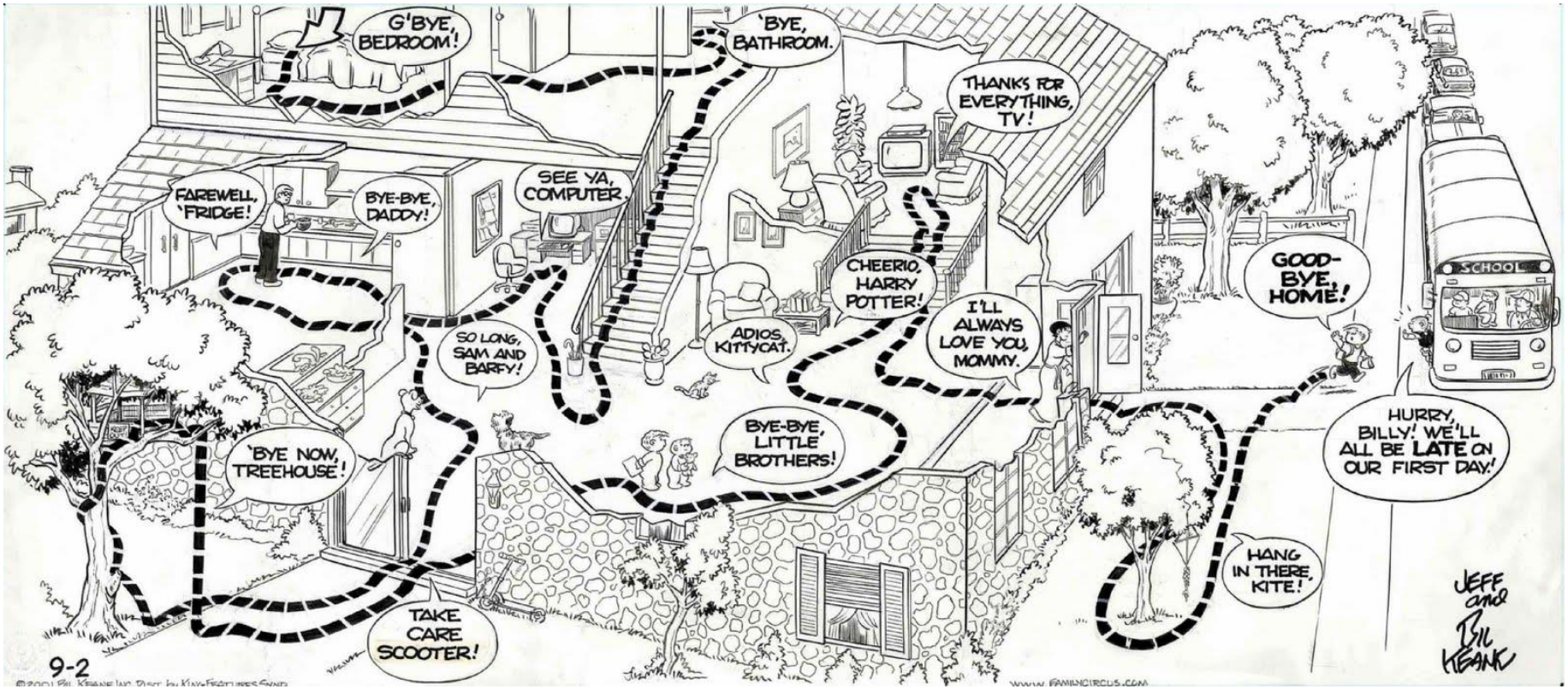
Whoo-hoo! It’s Monday morning!

#1 way to land the right job and organization for you:

Understand the "New Normal"

No more direct “career ladder”



Industrial Age: blend in to survive

New Normal:

- **No** job security
- **Yes** career security

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#2 To Stand Out, Know Your Personal Brand

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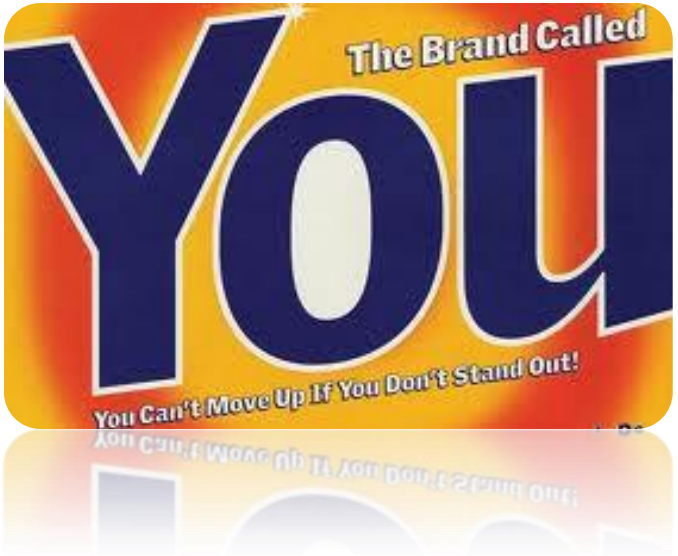
Unique Promise of Value



"We are CEOs of our own companies: Me, Inc. To be in business today, our most important job is to be head marketer for the brand called You."
– Tom Peters

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Distinct Value

Are you a…

Commodity?

OR a…

… Known Brand?

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Know your authentic self

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Get feedback!

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#3 Use a Proven Flight Plan to a Personal Brand Career Strategy

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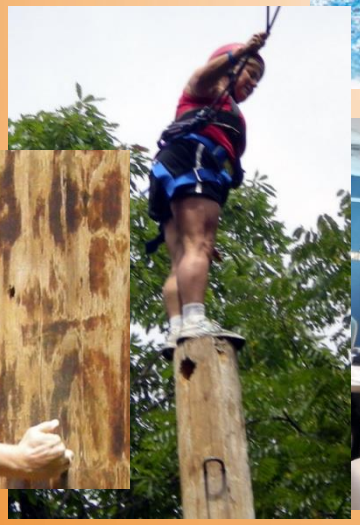
WHY

STRENGTH

PASSION

BRAND



What's your story?

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Why are you trying so hard to fit in when you were born to stand out? – Dr. Seuss

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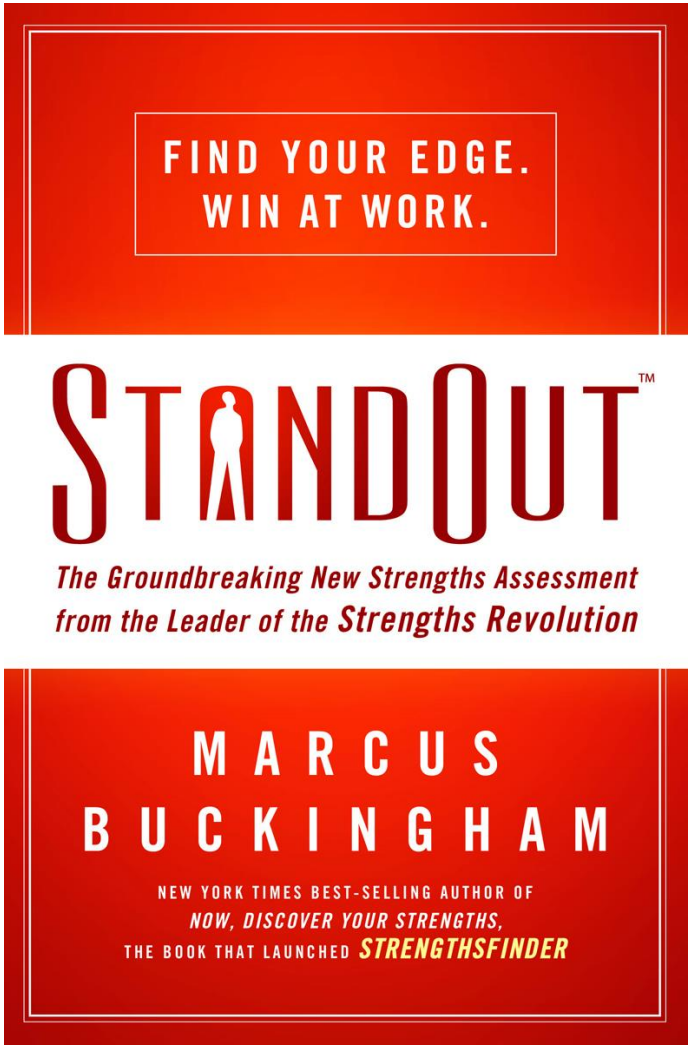
Resource #1



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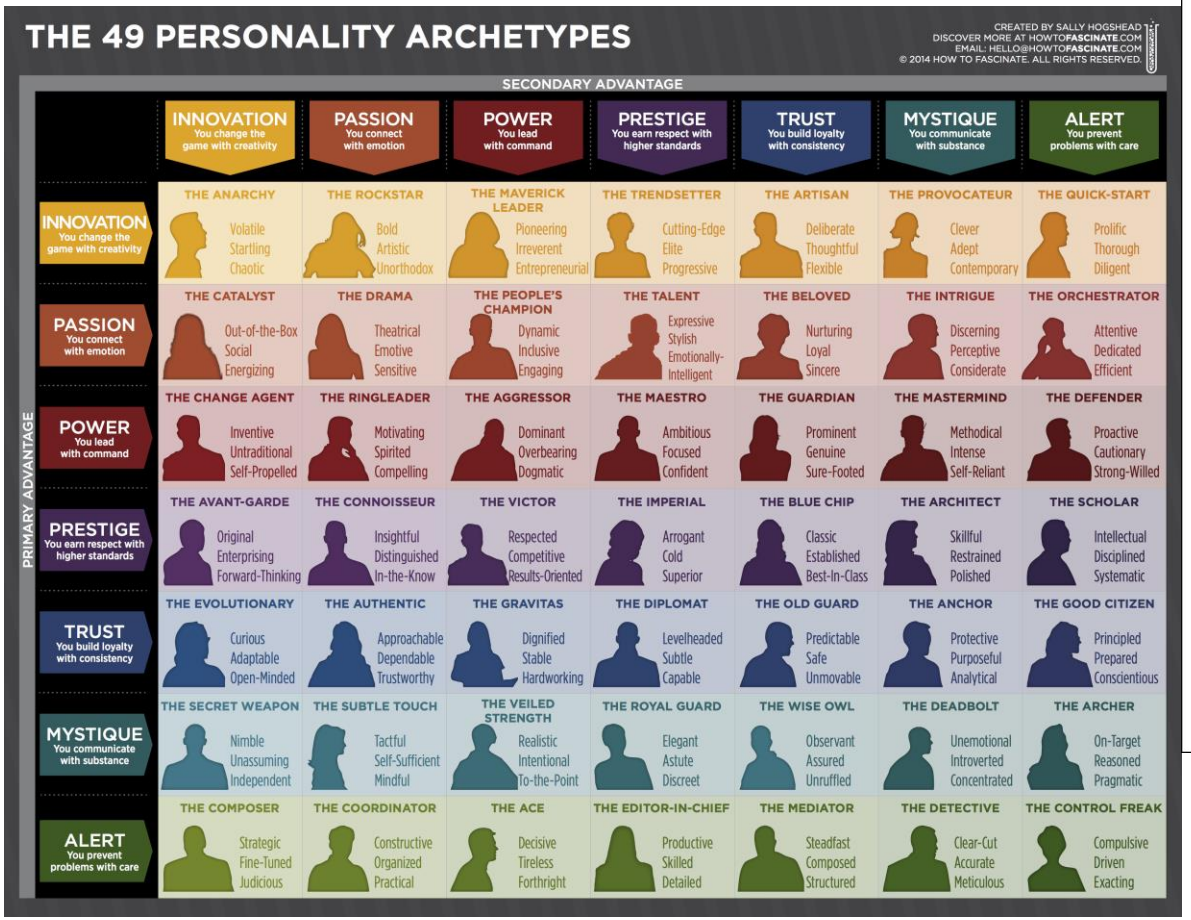
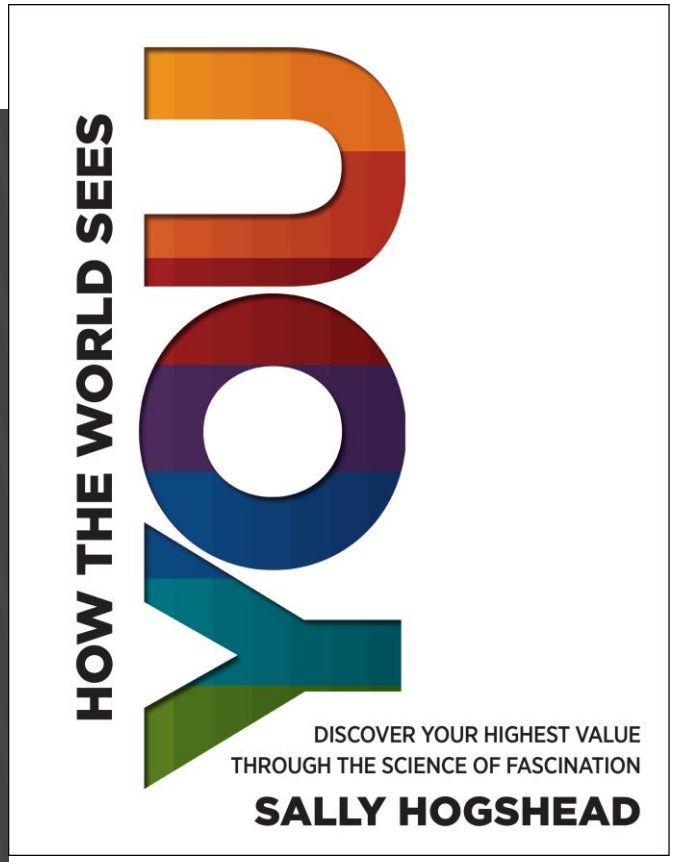
Resource #2





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Resource #3

360° Reach™

the first and leading personal brand assessment

- Understand your professional reputation
- Gain clarity about self/external perception differences
- Understand your differentiation
- Make a plan to evolve your brand and expand your success

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1. Extract

2. Express

3. Exude

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Who is the CEO of **your** career?

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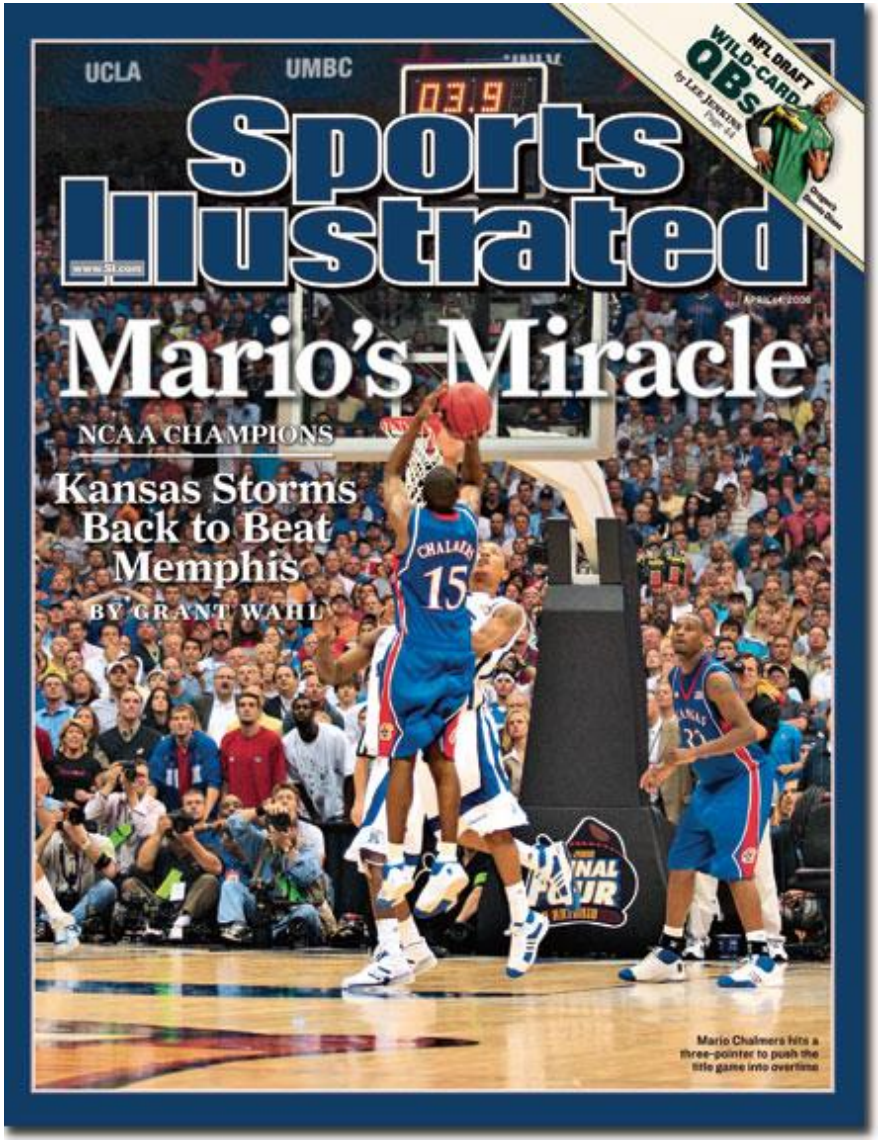
Do you remember?!



The miracle-making 3-pointer for your success!

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For special offer, text or email

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What "Q"s do you need me to "A?"

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