

Leading you and your organization to

# SOAR



DEE BAKER AMOS  
*Executive Coaching*



Find your North Star to be intentional about your personal brand.

DEE BAKER AMOS

## SESSION TOPICS

- What is a Personal Brand
- The Benefits of a Personal Brand
- Creating Your Personal Brand
- Six Personal Brand Personas
- 8 Key Steps to Build Your Personal Brand
- Personal Brand Examples
- Using Your Personal Brand at Work
- Using Your Personal Brand on Social Media
- Finding Your North Star

## THE IMPORTANCE OF PERSONAL BRANDING

A successful personal brand creates a consistent impression that allows you to achieve your personal and professional goals. It is what you say about yourself based on your experience, expertise, core values, and key differentiators. Your personal brand is how you appear to the world.

Author, researcher and TED speaker Brené Brown, defines authenticity as “a collection of choices that we have to make every day. It’s about the choice to show up and be real. The choice to be honest. The choice to let our true selves be seen.”

Personal branding is nearly synonymous with your reputation. It is the appearance you display in your life, how you interact with people, and the impact you have, both inside and outside your career.

## INTERACTIVE TRAINING SESSION

Dee is an executive leader who shares insights, perspectives, and lived wisdom as Deeism™. She is an engaging speaker who inspires audiences with thought-provoking messages and quotes. As an executive coach, Dee helps clients develop their North Star, or personal brand.

The 45-minutes session incorporating slides and videos includes guided discussions exploring personal brand examples, an exercise developing your personal brand, and discussions on using your personal brand, especially on social media.



Participants will gain an understanding of personal brands, identify their brand attributes and complete a draft personal brand statement.