



## Level 1: Get Yourself Together

### You Are Your Brand

Explore the art and science of building a distinctive identity that sets you apart in the professional world. This dynamic workshop provides insights into the key elements of personal branding, including defining your unique value proposition, cultivating a strong online presence, and leveraging your strengths to leave a lasting impression.

*60-minutes*  
Timing

*quarterly*  
Frequency

*\$65*  
Cost

Check Out  
Our Calendar

## DESCRIPTION

By the end of this session, participants will be able to:

- ✓ Identify and articulate individual strengths, values, and unique skills through guided self-reflection exercises, enabling participants to develop a clear and authentic professional brand.
- ✓ Begin optimizing their LinkedIn profiles and learning strategies for effective networking in the digital realm.
- ✓ Develop a personalized elevator pitch that succinctly communicates their professional value propositions, ensuring they can confidently introduce themselves in various professional settings.
- ✓ Apply practical strategies for consistent brand messaging across multiple platforms to establish a cohesive and memorable professional image.

