



## Leaving Your Leadership Imprint:

### *Personal Branding Power For Executive Leaders*

Successful professionals and emerging leaders build their personal branding on their skills, knowledge and experience, as well as their superior performance. These assets, along with a good set of relationships, combine to accelerate career advancement very well at that stage of their careers.

As a senior leader, accelerated career advancement is no longer your driving outcome, but there still is an important personal branding focus. As a senior leader the value of a personal branding focus is to:

1. Maximize the awareness of your expert status **outside** the company, throughout the industry at large
2. Prepare and deploy effective reputation management strategies to offset any negative impact that events or disclosures may have on your personal brand
3. Establish a strong leadership legacy, emphasizing the ways that you've changed the game for others coming behind you

In this exciting seminar, we'll review how senior leaders are creating *value-on-demand* in the organization, and branding themselves with a legacy that the emerging leaders throughout the industry will model.

Executive Leaders who participate will specifically learn:

- How to leverage *value-on-demand* to drive performance and professional positioning
- Effective strategies for broadening **industry** visibility and awareness
- Best practice examples of senior business leaders making *game-changing impact*: the foundation of sustainable legacy
- Reputation management strategies and success stories
- Five actions to take **TODAY** that will extend the sustainability of the personal brand

This program is developed and delivered by Personal Branding Expert David Samuel, and it will help you to fully leverage the power of your personal brand, even at the pinnacle of your leadership career.