

Branding Yourself

Description

Personal branding. It's a term heard more and more these days. But what is it really?

You probably understand that in your day to day life there are brands you return to time and again because you trust them to deliver the quality and performance you need. What if you could apply the same principles used by your trusted brands to yourself and achieve even greater career and business success, both for you and your organization? And what if you could assist talent in developing an employee brand that benefits the company?

Join us in exploring the concept of branding as Nila Nealy lays out a roadmap for building personal and employee brand.

This program will include presentation, Q&A and both written and verbal exercises. Participants will be asked to do individual work as well as work in pairs and groups.

Objectives

This program will:

- Introduce concept of personal branding
- Link personal branding as a benefit to employers
- Provide a framework for development of a personal brand for participants to use with themselves and talent
- Give hands on experience in the process of defining a personal brand
- Provoke thoughts about how participants present themselves in their work and social circles – and how their brand strategies can benefit their employers
- Generate ideas for distribution channels as a start to each participant's personal brand marketing plan
- Discuss the role of social media in the management of personal brands
- Challenge participants to continue the process of defining and implementing personal brand strategy

Speaker Biography

Nila Nealy is a Certified Brand Strategist and principal of TwentyTwo, a business consultancy specializing in brand strategy, identity and communications. She has worked with brand concepts as a marketer and business leader for nearly 20 years. Her client experience ranges from individuals and micro-businesses to Fortune 500 manufacturers and household name non-profits, including the Out Islands of the Bahamas.

Nila's approach to her work is cross-disciplinary, connecting influences from business, marketing, visual communications, psychology and social sciences. She believes that the best solutions are founded in integrated principles. And while her eye is always on the bottom line, she encourage a sense of wonder and joy in work. Her desire is to promote insight and understanding that humanizes business and work life.

Nila is a member of Vistage (the world's foremost chief executive leadership organization), the Brand Establishment and APTi (Associational for Psychological Type International).

When Nila isn't helping individuals and organizations discover and promote their brands, you'll find her in a coffee shop sipping tea, talking with interesting people, reading or writing. And if she isn't there, she's laughing until her sides hurt with her husband and their two children.