



BUILDING A LEADERSHIP BRAND  
with Lida Citroen  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## BUILDING A LEADERSHIP BRAND

The essence of leadership is credibility - something most professionals spend their careers striving to achieve. Today, leaders recognize that to have influence and impact, to lead others, and be credible requires a confident presence, consistent positioning and a clear narrative of who you are and what you stand for. Learn how to build a leadership brand, understand the needs and wants of your target audience, and establishing credibility as a leader in person and online.

## LIDA CITROEN

Lida Citroen is an award-winning personal branding and reputation management expert and author of several best-selling books including *Control the Narrative: The Executive's Guide to Building, Pivoting and Repairing Your Reputation* and *Reputation 360: Creating Power Through Personal Branding*. In her engaging and informative presentations, Lida shares the secrets to building a standout personal brand at companies like Abbott Labs, Google, GE Healthcare, Johnson & Johnson, Sirius XM/Pandora Media, LinkedIn, Mazda North America, Mary Kay Corporate, Comcast and more. A powerful TedX speaker, "Talks at Google" speaker, keynote presenter, and multiple-course instructor on LinkedIn Learning, Lida also writes for Entrepreneur.com and Military.com and has been featured on MSNBC, Fortune magazine, Bloomberg.com, Forbes.com and numerous other media outlets.

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