



## BUILDING A LEADERSHIP BRAND

with Lida Citroen

Tuesday, November 24, 2020

8 AM - 9 AM Pacific Time

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (3-HOUR)

## BUILDING A LEADERSHIP BRAND

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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

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Lida Citroen is an award-winning personal branding and reputation management specialist who develops the identities of global executives, professionals, military veterans and thought leaders. In her engaging and informative presentations, Lida shares the secrets to building a standout personal brand at companies like Abbott Labs, GE Healthcare, Google, Johnson & Johnson, OtterBox, LinkedIn, Mazda North America, Mary Kay Corporate, Colonial Life, Comcast and more. A powerful TedX and keynote speaker, and Instructor on LinkedIn Learning, Lida is the author of four bestselling books: Reputation 360: Creating power through personal branding, Your Next Mission: A personal branding guide for the military-to-civilian transition, Engaging with Veteran Talent: A quick and practical guide to sourcing, hiring, onboarding, and developing Veteran employees, and Success After Service (releasing in October, 2020). Lida writes for Entrepreneur.com and Military.com and has been featured on MSNBC, CBN News, in Fortune magazine, Bloomberg.com, Forbes.com, Woman's Day magazine, the UK Guardian, Kiplinger's Personal Finance, and numerous other media outlets.

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