



BUILDING A LEADERSHIP BRAND AND PRESENCE  
with Lida Citroen  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## BUILDING A LEADERSHIP BRAND AND PRESENCE

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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. In this interactive and engaging 3-hour workshop, participants will learn how to build a leadership brand, understand the needs and wants of your target audience, establish credibility as a leader in person and online and present themselves confidently and clearly to others.

### LIDA CITROEN

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Lida Citroën 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, Google, GE Healthcare, Johnson & Johnson, Sirius XM/Pandora Media, OtterBox, 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 is the author of several bestselling books including *Success After Service: How to take control of your job search and career after military duty*, (Kogan Page, 2020) and her newest book, "Control the Narrative: The executive's guide for building, pivoting and repairing reputation" publishes in May of 2021. Lida also writes for Entrepreneur.com and Military.com and has been featured on MSNBC, The Hallmark Channel, 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.

# TOPICS COVERED

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LEARN WHY FOCUSED PERSONAL BRANDING AND LEADERSHIP ARE NEEDED TODAY MORE THAN EVER BEFORE.

ASSESS YOUR CURRENT PERSONAL BRAND AND CLARIFY YOUR IDEAL END STATE.

IDENTIFY YOUR PERSONAL BRAND BLINDSPOTS AND CREATE A STRATEGY FOR FIXING THEM.

LEARN WHO YOUR TARGET AUDIENCE IS AND WHAT THEY NEED AND WANT FROM YOU

BUILD AND PROMOTE YOUR LEADERSHIP VALUE THROUGH:

NARRATIVE AND STORYTELLING

ONLINE ENGAGEMENT (DIGITAL REPUTATION)

NETWORKING AND RELATIONSHIPS

EXECUTIVE PRESENCE AND IMAGE

DISCOVER ACTION ITEMS SUCCESSFUL LEADERS USE EVERY DAY TO BUILD AND PROMOTE THEIR LEADERSHIP BRAND.

UNDERSTAND THE RISK OF REPUTATION DAMAGE AND HOW TO FIX IT.

CREATE A PERSONAL ACTION PLAN, BRAND AGREEMENT, AND VISION FOR YOUR REPUTATION THAT YOU CAN DEPLOY RIGHT AWAY.

FOR REGISTRATION PLEASE CONTACT: **Charles Good** - IMS Regional Director - Los-Angeles

Phone: +1 (775) 322-8222 Email: [losangeles@ims-online.com](mailto:losangeles@ims-online.com) Website:

<https://ims-online.com/leadership-development/Los-Angeles/16>