IMS



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

VIRTUAL SESSION (3-HOUR)

BUILDING A LEADERSHIP BRAND AND PRESENCE

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

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.

TOPICS COVERED

IN THIS ENGAGING WORKSHOP YOU WILL LEARN HOW TO:

PROMOTE A STRONG PERSONAL BRAND CONSISTENTLY AND CONFIDENTLY THROUGH:

- STRATEGIC NETWORKING AND RELATIONSHIP BUILDING
- BUILDING AND GROWING YOUR REPUTATION - WITHIN YOUR ORGANIZATION AND ONLINE
- TELLING A POWERFUL NARRATIVE ABOUT WHO YOU ARE, WHAT YOU CAN OFFER AND WHY YOU CARE
- IMPROVING YOUR LEADERSHIP PRESENCE USING BOTH IMAGE AND NON-VERBAL BEHAVIOR STRATEGIES

BECOME AN INFLUENTIAL, INSPIRING, AND IMPACTFUL LEADER

BUILD TRUST WITH LEADERS, COLLEAGUES, AND TEAM MEMBERS

BE RECOGNIZED AS SOMEONE READY FOR LARGER RESPONSIBILITY AND ADVANCEMENT

FOR REGISTRATION PLEASE CONTACT: **Joseph Campese** - IMS Regional Director - Philadelphia
Phone: **+1 (609) 280-3357** Email: **philadelphia@ims-online.com** Website:
https://ims-online.com/leadership-development/Philadelphia/20