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GETTING AHEAD: DEVELOP YOUR PERSONAL BRAND TO DRIVE CAREER SUCCESS
with Lida Citroen
$395 (US) per person

VIRTUAL SESSION (3-HOUR)

GETTING AHEAD: DEVELOP YOUR PERSONAL BRAND TO DRIVE CAREER SUCCESS

You are committed to doing excellent work, achieve great results, and desire more responsibility and career advancement. Unfortunately, being capable is not always enough, you need to develop a reputation in the wider organization for being a person who is ready to take on bigger challenges. Successful leaders at all levels 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. Discover how to build an authentic leadership brand that matches your capability and commitment. Learn proven strategies to enhance your leadership presence which will help you establish credibility as a talented leader in your organization - and be the first person everyone thinks of for the next interesting project or promotion. The skills taught in this program will help you excel in your current role and serve you throughout your career.

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

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: **Heather Wilson** - IMS Regional Director - Los-Angeles
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