



## THE ULTIMATE CAREER MANAGEMENT TOOLS FOR TODAY'S PROFESSIONALS

with William Arruda

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

# THE ULTIMATE CAREER MANAGEMENT TOOLS FOR TODAY'S PROFESSIONALS

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In this powerful, interactive program you will learn what makes both WFH and in office professionals power up what makes them unique and compelling. Discover the secrets of an engaging, thought provoking three step process to reveal, express and amplify the best image of yourself. Learn innovative strategies to stay relevant, accessible, and valuable, whether you're in the office or forging success from your home workspace. Everyone has a unique ingredient to offer the world - discover yours.

## WILLIAM ARRUDA

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William Arruda is an entrepreneur, motivational speaker and the world's leading authority on the topic of personal branding. He's the bestselling author of the definitive books on the topic: Digital YOU, Career Distinction and Ditch. Dare. Do! He has delivered presentations to many of the world's most revered brands including, American Express, BP, Google, Gucci, LinkedIn, Microsoft and Target. William is the CEO (Chief Encouragement Officer) of Reach and co-founder of CareerBlast.TV. A personal branding pioneer, he has been credited with turning the concept of personal branding into a global industry.

William was named by Global Gurus as the World's #1 Branding Expert in 2022 and he received the Chair Award from the International Coaching Federation (ICF) for his contribution to the field of coaching. He has appeared on the Discovery Channel, BBC, CBS and NPR and has been featured in 1,000+ publications, including Time, the Wall Street Journal, Fast Company, GQ and the New York Times. He regularly shares his thoughts on personal branding in his Forbes column, which has attracted over 17 million views. He's proud to have delivered more personal branding programs to more people in more countries than anyone on earth.

# TOPICS COVERED

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## AMPLIFYING SUCCESS AND HAPPINESS AT WORK BY LIVING YOUR PERSONAL BRAND

DEFINING YOUR PERSONAL BRAND  
STRATEGIES FOR PROMOTING YOUR PERSONAL BRAND IN THE WORKPLACE  
DELIVERING A POWERFUL FIRST IMPRESSION IN THE VIRTUAL WORLD

## UNDERSTANDING THE IMPORTANCE OF FIRST IMPRESSIONS IN VIRTUAL SETTINGS

TIPS FOR VIRTUAL COMMUNICATION AND BODY LANGUAGE  
GIVING YOURSELF THE MANDATE TO BRING YOUR UNIQUE, AUTHENTIC SELF TO WORK  
STRATEGIES FOR EXPRESSING YOUR AUTHENTIC SELF AT WORK

## MAKING YOUR MARK IN MEETINGS - THE MOST POWERFUL PLACE TO BUILD YOUR BRAND UNDERSTANDING THE IMPORTANCE OF MEETINGS IN BUILDING YOUR BRAND

STRATEGIES FOR ACTIVE PARTICIPATION IN MEETINGS  
LEVERAGING MEETINGS TO SHOWCASE YOUR EXPERTISE AND LEADERSHIP SKILLS

## TRANSFORMING LINKEDIN INTO YOUR PERSONAL STAGE FOR INFLUENCING AND WOWING STAKEHOLDERS

OPTIMIZING YOUR LINKEDIN PROFILE  
BUILDING A STRONG PERSONAL BRAND ON LINKEDIN  
CREATING ENGAGING CONTENT ON LINKEDIN

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