



BUILDING A LEADERSHIP BRAND  
with Lida Citroen  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## BUILDING A LEADERSHIP BRAND

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

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.

FOR REGISTRATION PLEASE CONTACT: **Heather Wilson** - IMS Regional Director - Los-Angeles  
Phone: +1 (530) 906.2039 Email: [losangeles@ims-online.com](mailto:losangeles@ims-online.com) Website:  
<https://ims-online.com/leadership-development/Los-Angeles/16>