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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

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