



## Personal Branding Talks By Catherine Kaputa

Personal branding is all about soft power. It's about knowing how you add remarkable, distinctive, measurable value, and being able to communicate and market yourself and your ideas. The reason most people don't succeed is not because they lack business or technical skills. It's because they lack soft power skills: the ability to communicate well, to influence and persuade, to build a powerful network of business associates, and to plan a career strategy that maximizes your strengths and the realities of the marketplace.

Here are Catherine Kaputa's core talks on personal branding:

### **You Are a Brand! Brand Yourself for Success**

Corporate icons and star entertainers all understand what it takes to be in control and in demand — a unique brand. You will learn through vivid case-study examples how to apply brand strategies to your best product — *Brand You*. You'll learn key branding principles such as how to do a personal brand audit, be able to brand yourself in one sentence, how to apply the principles of Visual Identity and Verbal Identity, and how to develop a personal marketing plan to achieve your goals. Catherine Kaputa's trademark You Are a Brand! talk or workshop is custom-tailored to the group and industry and focuses on the strategic and creative branding process.

### **The Elevator Speech: Your 60-Second Personal Commercial**

Many of us never took a course in communication or persuasion. Yet the ability to quickly pitch ourselves, our ideas and services, negotiate a good deal for ourselves or our company, and persuade others impacts us every day. This talk covers how to create an "Elevator Speech" that will give you an edge in selling yourself and your accomplishments.

### **Social Power: Networking Ph.D.**

Learn how to build better relationships within your company — the foundation for your future within the company. Learn how to network better externally — the foundation for success in your industry. Learn how to build the all-important strategic network of sponsors and business leaders for mutual benefit.

### **Leadership Brand: Brand Yourself as a Leader**

While many believe that leaders are born not made, in fact, we can all learn how to be effective leaders. This talk or workshop will cover the imperatives that all leaders must master, including the key imperatives such as communicating to and motivating others and trust. Through vivid case study examples and new research on how people are perceived as a leader, you will learn how to brand yourself as a leader that others trust and want to follow.

### **Career Strategy: Creating a Career Path to Leadership**

Destiny is a dramatic word — but the first step in branding is identifying your business destiny. You need to determine your personal brand, the unique value you — and only you — bring to the organization, and develop a game plan using leadership and influencing others to reach your business destiny.