



## Who We Are

SelfBrand is a leadership and professional development company offering keynote speeches, workshops, and coaching to corporate executives, employees, and entrepreneurs. SelfBrand takes a branding-based approach — drawing on principles and strategies from the commercial world of brands such as visual identity, verbal identity, relationship building, influence, persuasion, communication techniques, visibility, creativity, and strategy to increase business success.

SelfBrand offers talks and workshops in the following specialties:

- Personal Branding, Soft Power, and Leadership
- Entrepreneurship, Intrapreneurship and Brand-Building
- Female Leadership
- Communication, Selling, and Persuasion

SelfBrand provides a combination of storytelling, business insight, and humor in keynote, workshop, and coaching packages custom tailored for each audience. All programs are personally led and supervised by Catherine Kaputa, SelfBrand founder and recognized branding and personal branding thought leader.

## Catherine Kaputa

From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa has perfected her ability to market products, places, and companies. Catherine first learned brand strategy from marketing gurus Al Ries and Jack Trout.

Early in her career she led the award-winning “I ♥ NY” campaign at Wells, Rich, Greene. For over ten years Catherine was SVP, Director of Advertising and Community Affairs at Citi Smith Barney and Shearson Lehman Brothers in charge of global branding and advertising for corporate, wealth management and investment banking. And Catherine developed and taught a graduate-level course on branding at NYU’s Stern School of Business.



Catherine came to appreciate that branding’s other great potential was to help people - not just products. Branding can help individuals own their career identity and performance success, and she wrote the award-winning book, *You Are a Brand!*, winner of the Ben Franklin Award for Best Career Book and a Top 10 Employee Training Book in China. (The book has been translated into ten languages.)

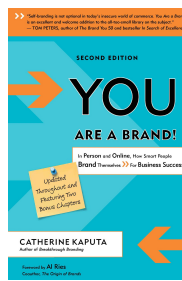


One of Catherine’s passions is to help create more female leaders, the topic of her book, *The Female Brand*.



Her new book, *Breakthrough Branding*, is a guide for entrepreneurs and intrapreneurs for growing a small idea into a big brand and creating a culture of innovation and brand building within companies. The book won the Silver Medal in the 2012 Foreword Magazine Book of the Year Awards.

Catherine combines branding tactics and story-telling with actionable ideas. She has been featured on CNN, NBC, MSNBC, Fortune, The New York Times, The Wall Street Journal, USA Today, The Financial Times, The London Observer, Harvard Business Review and other media.



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## 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.**

You can't do it alone; nor is hard work enough to succeed. You need a network of different types of people. 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, mentors, allies and connectors 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 eliciting 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 and develop a career game plan. This talk will introduce 10 career positioning strategies that can be used to build a career path to leadership.



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## Entrepreneurship and Intrapreneurship Talks

By Catherine Kaputa

We're all entrepreneurs today. No matter what your job title is or whether you are running our own business or work in a company, innovation, brand-building and growth are in everyone's job description today. We all have to be innovative, creative, and build community with our customers if we want to bring maximum value to our careers and to the company we work for.

### **Breakthrough Branding: Transforming a Small Idea Into a Big Brand**

Catherine Kaputa's trademark Breakthrough Branding talk or workshop is custom-tailored to the group and industry and focuses on the strategic and creative branding process. In this speaking program, you'll learn:

- Brand Strategy: How to find your idea and position it advantageously in the marketplace.
- The New Principles of Naming and Verbal Identity: Developing a unique, memorable name and wrapping your brand in "story" is especially important in the Internet age.
- The Visual Hook: How having a distinct visual symbol, shape, color or other visual device can tattoo your brand in the minds of customers and promote sales.
- Social Media and the New Rules of Marketing: How marketers are leveraging the power of social media and community-building online.
- Brainstorming and Innovation: How to create a culture of innovation in your company.

### **Innovation, Creativity and Branding-Building (for employees in companies)**

This talk or workshop presents new research on innovation and creativity that shows there is no "creative gene;" we can all learn to be more creative. Through vivid case study examples along with creativity, ideation and innovation principles, you'll learn how to turn on your inner creative genius, be more successful in brainstorming sessions and develop a company culture that fosters creativity, innovation and competitiveness.

### **What's in a Name? The New Principles of Naming and Verbal Identity in the Internet Era**

This talk will cover the essentials of a great brand name, the new complications in today's digital age, and how to create a brand name that's ownable, memorable and can travel globally. You'll also learn how to leverage the power of "story," taglines and catch phrases.

### **What's Your Brand Strategy? Competitively Positioning Your Product or Service**

Strategy is the brains of branding. This talk will introduce 13 successful positioning strategies used by marketers, and how to find the best competitive positioning for your brand.

### **Social Media and the New Rules of Marketing**

Social media and the mobile Internet are red hot in marketing today. Through provocative case-study examples, you'll learn the new trends and what works in your industry in today's dynamic world of marketing.

### **The Visual Hook: Setting Your Brand Apart Through Its Visual Identity**

You need a visual something – a distinctive visual symbol, shape, color, logo or design that sets your brand apart. Through fresh visual examples and case studies, you'll learn how to develop a strong visual identity for your company's products and services.



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## Female Leadership Talks

### By Catherine Kaputa

Why do many smart women get stuck or derailed in their careers? A key reason is that many women are not good at branding themselves as men are studies show, or they don't build critical business relationships — a network of colleagues, mentors, and sponsors who advocate for their success.

Here are Catherine Kaputa's trademark talks to women:

#### **The Female Brand: Using the Female Mindset for Business Success**

This talk will introduce new findings in gender research and female aptitudes, and how it can be different for women in the business world. Based on the research and ideas in Catherine's book, *The Female Brand*, attendees will learn the top female aptitudes for personal branding, such as emotional intelligence, verbal agility, people power, and a collaborative leadership style. Every person will leave with fresh insights and practical ideas they can apply to build a successful career identity that gives them impact and recognition.

#### **You Are a Brand! The Power of a Personal Brand**

When it comes to personal branding, women have some catching up to do. In general, studies show women are not as good as men when it comes to branding and marketing themselves in business. This can be a problem for women and brand them as lacking confidence, initiative, or even competence in the business world. This program will show you how to brand yourself successfully and authentically. The program covers the multistep branding process, developing your own brand strategy, and a marketing plan to bring value to your career and your company.

#### **Female Brand Series**

This series will show you how to:

Part 1: Brand Yourself for Success

Part 2: Leverage Female Aptitudes, Attitudes, and Personal Strengths

Part 3: Create a Leadership Brand to Lead and Influence Others

#### **Creating More Female Leaders**

In order to see change in female representation at higher levels in companies, we need to train not just women but also male leaders on the complexities of gender and the value of inclusive leadership. This talk will present insights into why it can be different for women in business and how we can create more female leaders – for corporate women and men.

#### **Grow: Women Entrepreneurs Who Transform a Small Idea Into a Big Brand**

While women are opening businesses in record numbers, they lag far behind on lists of the fastest growing and largest small businesses. Many female entrepreneurs get stuck in the shallow end of small business. They don't have the brand visibility, customer relationships, capital, systems or marketing tactics in place to grow big. This talk will focus on women who built big businesses and how they did it, and give you the tools to do the same.

Note: Customized versions for a female audience are also available for the individual talks on Personal Branding and Communication, Pitching and Selling.





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## Communication, Pitching and Selling Talks

By Catherine Kaputa

We all learn to speak at a young age, but few master the art of communication. It's important in business for all employees, particularly leaders, sales professionals and aspiring leaders. Strong leaders are good communicators. They know how to talk to be heard and remembered. They know how to influence others by the way they make their recommendations and frame their ideas. They know how to manage difficult conversations. They know how to listen, they know how to empathize and “click,” and how to inspire and motivate people. This talk will share the secrets of great communicators.

Here are Catherine Kaputa's core talks on communication, pitching and selling:

### **Public Speaking Power: Using the Art of Story and Other Techniques to Influence and Engage**

Great business presenters know how to use the power of story, names, and metaphors to inspire, persuade, such as The Quest, Lost in a Strange Land, the Parable, the Love Story, and others. It will also present new research on influence and persuasion to make you a more powerful presenter.

### **What's Your Pitch? Speaking to Persuade**

Many of us never took a course in persuasion. Yet the ability to pitch ourselves, our ideas and our company's products and services, negotiate a good deal for ourselves or our company, and persuade others impacts us every day in business. This talk will cover how to structure the right pitch for the target audience, how to figure out their personality profile and hidden agenda, and how to persuade your clients, managers, and colleagues.

### **Closing the Sale with Your Brand**

In sales, you're selling the person - *Brand You* - as much as your product or service. Great sales professionals, like brands, are truly customer-focused and develop a special “brand experience” like the best products and services have. Through real life examples, you will learn how to use branding principles to achieve more sales success and turn customers into loyal supporters for *Brand You*.

### **Critical Conversations**

There are 3 types of critical conversations in business:

1. Inspirational, motivational conversations to motivate and inspire your team.
2. Bad news conversations, such as downsizings or poor performance reviews.
3. Negotiating and good deal for yourself or your company.

This talk/workshop will show you how to use framing, empathy, story, and new research on influence, delivering bad news, and negotiation techniques to be successful in these conversations.