



DORIE CLARK

INTENTIONAL PURPOSE: BUILDING YOUR BRAND AS A LEADER

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Being recognized as a compelling leader can dramatically accelerate your professional success. Are you where you want to be professionally? As leaders, whether you want to advance faster within your organization, move into a new position, get noticed for how well you are performing, or maybe explore other opportunities all together, one thing is clear: to succeed, you have to build a strong and credible brand that leverages your unique passions and talents. In building your brand, a leader really has a couple of choices: you can let those around you determine and manage how you are seen or you can take a proactive approach and lead the way.

While taking control of your leadership brand can mean different things to different people, an intentional, purposeful, and strategic approach is what is needed in order to achieve your aspirations in today's competitive environment. The days of putting your head down, working hard, and hoping the next opportunity will come may help, but there is more to you achieving what you want and that is driven by how you are viewed and perceived by key stakeholders you have the power to influence.

In this highly engaging and interactive program, Dorie Clark will first provide you with proven techniques that will help you to determine how you are currently viewed. Next, she will guide you through a step-by-step approach to building or reinventing your brand as a leader in order to increase the likelihood of you getting what you want out of work and life. But, this is not enough...being able to clearly communicate and live your brand effectively will drive you to what you want to achieve.

This program will help leaders:

- Discover and understand how their brand is being perceived.
- Develop a roadmap to establishing and cultivating the brand they want to leverage.
- Communicate and live their brand effectively to others.

DORIE CLARK

Dorie Clark is a marketing strategy consultant, professional speaker, and frequent contributor to the *Harvard Business Review*. Recognized as a “branding expert” by the Associated Press, *Fortune*, and *Inc.* magazine, she is the author of *Entrepreneurial You*, *Reinventing You*, and *Stand Out*, which was named the #1 Leadership Book of 2015 by *Inc.* magazine. A former presidential campaign spokeswoman, the *New York Times* described her as an “expert at self-reinvention and helping others make changes in their lives.” Besides being a professor at Duke University’s Fuqua School of Business, she consults and speaks for clients including Google, Microsoft, and the World Bank.



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