

WE RISE

Building Your Personal Brand

Personal Branding Virtual Workshop

All great brands offer their customers a specific promise of value. Over time, they earn a positive or negative reputation based on customers' experiences of their brand. Similarly, you earn a reputation based on others' experiences of you and the value you add in the workplace. This is your personal brand. To stand out in a competitive labor market, you must be intentional about the reputation you wish to create for yourself and be ready to communicate how you add value to employers.

This workshop will help you get started.

Highlights:

- Generate ideas on how to promote your brand.
- Evaluate your online presence and develop steps to enhance it.
- Create a plan to keep your brand relevant and visible.

When

February 23, 2021
6:15–7 pm

Where

Virtual

Contact

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RSVP

<https://phoenixedu.zoom.us/meeting/register/tZYodOysqDooH9dxHn1nuPawKg9CrXJD7NuL>

