

REMARKABLE ME

How to build your Personal Leadership Brand Workshop

BY HUSTLE & HEART CONSULTANCY

HUSTLE & HEART

**"WHAT DO YOU
WANT PEOPLE TO
SAY ABOUT YOU
WHEN YOU ARE NOT
IN THE ROOM"**

JEFF BEZOS



BUILDING YOUR BRAND AND COMMUNICATING IT TO OTHERS, HELPS YOU TO:

DIFFERENTIATE
OURSELVES IN A
HIGHLY
COMPETITIVE
INTERNAL AND
EXTERNAL
MARKETPLACE

INCREASE OUR
VISIBILITY IN THE
COMPANY AND MAKE
OTHERS AWARE OF
OUR PRESENCE

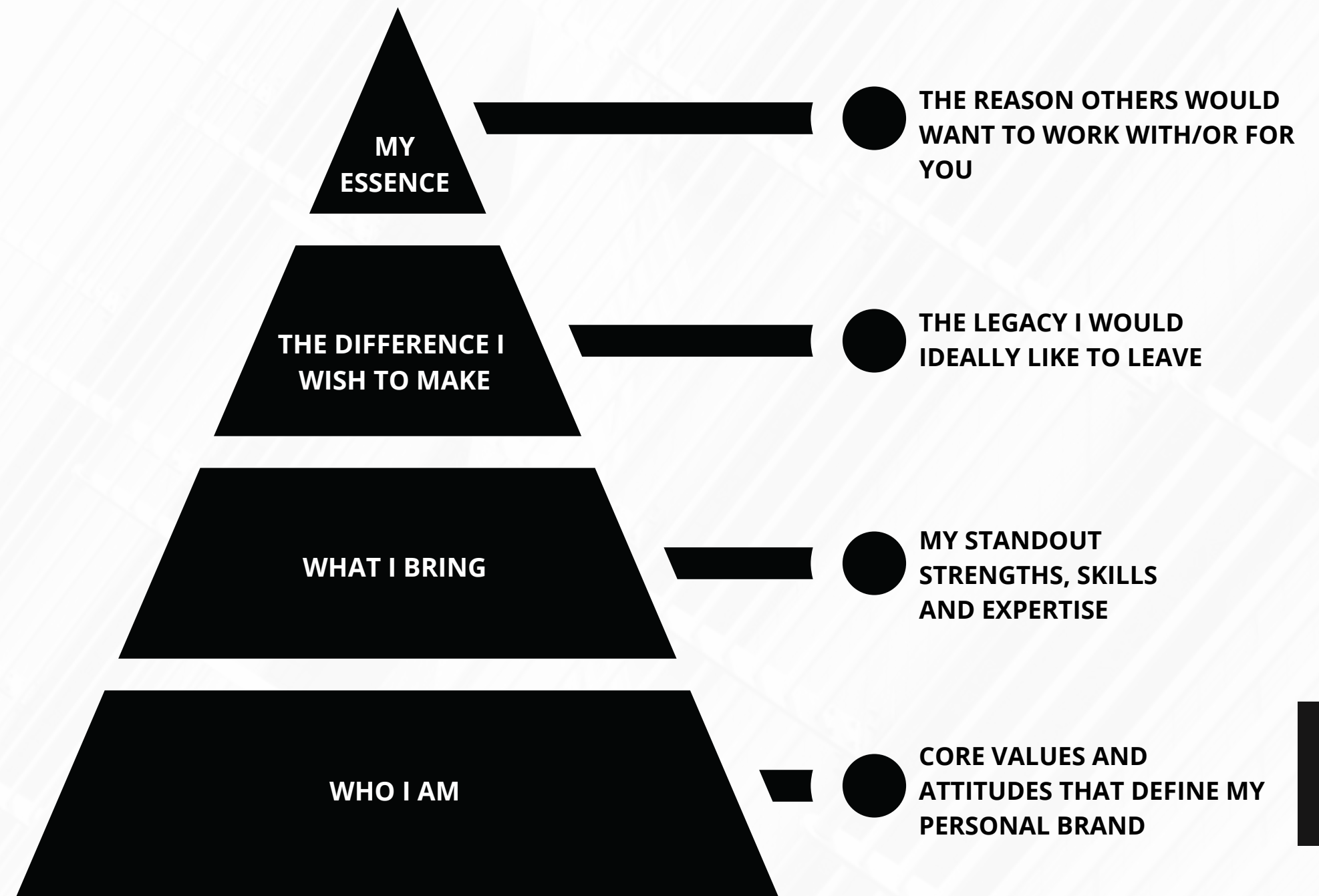
ENSURE PEOPLE
HAVE A CLEAR SENSE
OF WHO YOU ARE
AND HOW TO WORK
WITH YOU

BECOME MORE SELF-
CONFIDENT AND
SELF-MOTIVATED AS
WE GAIN IN SELF-
AWARENESS AND
CLARITY ABOUT
WHAT WE HAVE TO
OFFER

HUSTLE & HEART



PERSONAL BRANDING PYRAMIDE



WRITE YOUR PERSONAL LEADERSHIP PRESS RELEASE

- Find a newsworthy angle.
- Introduce essential information.
- Provide supporting information and context.
- End with future plans & current projects

HOW WILL YOU COMMUNICATE YOUR BRAND TO KEY STAKEHOLDERS?



AUDIENCE: WHO MUST KNOW ABOUT YOU TO REACH YOUR GOAL?



VISIBILITY: HOW CAN YOU BE MORE SEEN BY THESE STAKEHOLDERS?



**WHAT IS INTERESTING ABOUT SOME OF YOUR
PERSONAL ACTIVITIES THAT CAN STRENGTHEN
YOUR BRAND?**



SELF-PROMOTION: WHO NEEDS TO KNOW THE LYRICS TO YOUR BRAND TO MAKE YOU A WANTED ARTIST?



HOW WILL YOU COMMUNICATE YOUR BRAND TO KEY STAKEHOLDERS?



KEY TAKE AWAYS

- 01 "WHAT DO YOU WANT PEOPLE TO SAY ABOUT YOU WHEN YOU ARE NOT IN THE ROOM"
- 02 DIFFERENTIATE | INCREASE OUR VISIBILITY | CLEAR SENSE OF WHO YOU ARE | BECOME MORE SELF-CONFIDENT
- 03 1ST STEP RESEARCH GAB BETWEEN PERCEPTION AND PICTURE
PERFECT PERSONAL BRAND
- 04 VALUES, STRENGTHS, LEGACY, ESSENCE, FUNCTIONAL
& EMOTIONAL BENEFITS
- 05 CREATE & EXECUTE YOUR PERSONAL BRANDING PLAN



HUSTLEANDHEARTCONSULTANCY
SHENIN LEBRUN



INFO@HUSTLEANDHEARTCONSULTANCY.COM



WWW.HUSTLEANDHEARTCONSULTANCY.COM/



SHENIN LEBRUN
HUSTLE AND HEART CONSULTANCY