

Brand Me across the Atlantic

Stand Out in a Crowd of MBAs

Executive branding is one of today's hottest career strategy topics, and an essential tool for leaders who want to advance their businesses and their careers.

The work environment for executives is becoming more and more competitive. An Executive MBA is an important credential; however knowledge and skills alone are not enough to propel you to the next level in your career. According to Newsweek magazine, over 100,000 people enter MBA programs each year. Those who stand out and expand their success are the ones who gain business knowledge and skills ***along with*** the soft skills and career management strategies required to build enduring relationships and productive teams.

83% of those seeking an MBA are motivated by improving their career prospects.

100% of London Business School MBA students who participated in evaluation stated that Personal Branding Coaching was extremely relevant to their career development needs and would recommend coaching to their colleagues.

Therefore, career management skills are an essential element of an effective MBA program.

In the new world of work, you must prove your value to your company every day and you must have a solid reputation to effectively lead your team toward your corporate goals. The workplace is dynamic. To succeed amidst this constant change and deliver tangible results to your company, you must use your unique promise of value – ***your brand***.

In a rare joint appearance, the leading personal branding authorities from both sides of the Atlantic will take you through the proven process for uncovering and expressing your unique brand. Because business is becoming more and more global, you will hear about techniques that work in the Americas, Europe and beyond. You will learn the secrets of branding that will enable you to project a powerful and memorable image so that you can expand your professional success while increasing your personal fulfillment.

Richard Branson has one. Oprah has one. Steve Jobs has one. Madonna has one. Don't you want a strong brand?

Overview of branding

- What is a brand?
- Why executive branding and why now?

Know Yourself

- Who are you? Goals, Vision, Purpose, Passions, Values,
- What do people think about you?
- The Pearl effect of Personal Branding
- Walking TALL 7 Point Plan to Personal Branding
 - What separates you from your peers?
 - Who needs to know about you?
 - What's your brand?

Express Yourself

- How effective are your communications skills?
- Building your visibility plan
- The Three C's of Branding
- Managing your on-line identity

Project a Powerful Image

- First impressions are lasting impressions – Your Image
- Managing your brand environment (office environment, business tools, while on travel, etc.)
- Philanthropy, Boards, and Associations
- Investing in your social capital
- Your image across cultures – US and Europe, the differences (maybe the interview/chat session we talked about, on high stools)

From Theory to Action

- Three things you can do right away
- Summary

Biogs

William Arruda

Dubbed the 'Personal Branding Guru' by the media and clients alike, William Arruda is a brand strategist, public speaker and author. William's twenty years' corporate branding experience and his enthusiasm for human potential intersect in his inspirational and engaging presentations and workshops focused on the

human side of branding. A global speaker, William has addressed audiences of five to five thousand throughout the Americas, Europe and Asia.

William has appeared on BBC TV, the Discovery Channel and Radio America. He has written for and contributed to numerous publications including the Wall Street Journal, Harvard Business Review, Chicago Tribune, Los Angeles Times, New York Newsday, Trends (Belgium), Metro (UK) and Strategies (France). He also writes for the American Marketing Association, the Chartered Institute of Marketing (UK), PR News and marketingprofs.

William is the author of the upcoming book, [Bullet-Proof Your Career](#). He is on the board of the Phoenix Career Group, is a member of the [International Coach Federation](#) and holds a Master's Degree in Education. A member of the American Airlines Million Miles Club, he spends his time traveling the world with his message of branding for business and personal success. You can reach him at williamarruda@reachcc.com.

Lesley Everett

Recognized as Europe's leading Personal Branding Coach and Speaker, Lesley Everett is the creator of the global Walking TALL™ brand for Personal Branding. She is a published author, columnist, executive coach and TV presenter. She has coached 100's of senior executives to improve individual impact and has spoken at many international conferences.

Following a corporate career, Lesley has spent the last 10 years researching and working with business professionals on building powerful personal brands. Her clients include many blue-chip companies, CEO's, politicians and celebrities.

Lesley has had over 60 articles published in key business press and major newspapers such as The Guardian and The Times, and many specialist business and lifestyle magazines. She is a frequent media personality appearing on GMTV, BBC News, Sky News, CNN and CNBC. She recently presented a series on the Tonight with Trevor McDonald programme.

She is author of best-selling Walking TALL – key steps to total image impact, and the Audio CD – Taking Control of your Personal Brand.

Benefits to MBA Program

It is clear today that skills and knowledge are not enough to ensure executive success. Executive tenure is decreasing; and executives are managing in an environment of continuous change. To succeed, they need to build solid reputations that extend beyond their current positions so they can stand out from

their peers, foster long-lasting relationships and make impressions on the people they lead.

Executive MBA programs that augment knowledge with a clear understanding of the current work environment along with the tools necessary to succeed in this environment will better prepare their students for success. These MBA programs will stand out as being highly differentiated and more valuable than programs that focus exclusively on knowledge.

Benefits to MBA Schools:

- Differentiate your program from the myriad of others
- Increase the loyalty among your students
- Demonstrate innovation and leading-edge thinking

Benefits to the Students:

- Increase your visibility and presence
- Maximize your MBA investment
- Differentiate yourself from your peers
- Leave a legacy
- Make a mark on your organization
- Remain in control of your career
- Thrive during economic downturns
- Increase your professional success
- Increase your personal fulfillment