

# The Brand Called You!

## How to Discover and Build Your Brand and Career

KU Room #310

7:10 – 7:55 PM

### As a result of this session, you will be able to answer these questions:

- What is Branding?
- What is a Personal Brand and how can I discover and create mine?
- What is the process for thinking through my unique strengths, career goals and aspirations, and how I want others to perceive me so that I can create my brand?
- What is a **Brand Cloud** and how do I create my personal **Brand Cloud**?
- What tools do I use to give me the ability to “highlight” my brand and allow people to easily view what I’m about?

### Key learnings from this session:

- Branding is not just for products and companies! Learn what **Personal Branding** is and how can it apply to YOU to help you achieve your career aspirations!
- Understand that your personal brand is a combination of who you are and how you can solve someone’s problems. And having a consistent and compelling brand will help you throughout your career.
- The next time you are at a networking event, or writing your resume or profile online, you’ll be much more confident about how you present yourself. Personal branding isn’t easy, but you can have dramatically positive results!

### Additional resources:

- The American Marketing Association website:  
<http://www.marketingpower.com>; search for “Personal Branding”.

### Speaker contact:

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