



- Your New Career Direction
- Success, Growth, and Change
- Career Stories That Wow



# Personal Brand Power

**SUCCESS AUTHENTICALLY**

means \_\_\_\_\_



At work I am \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_

WHAT you do




Authority

HOW you do it



Advantage

WHY you do it



Authentically You



I'm best at \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_



I offer help with

I need help with