

## Program Outline



### The Power of Your Personal Brand

Presented by Linda Montalbano,  
Vice President of Graff Retail.

Have you ever noticed how some people are more 'noticeable' than others? That people seem to want to follow them? That they seem to make a bigger impact on a room or with individuals?

What these people have going for them is a powerful Personal Brand. Just like big corporations like Nike, BMW and Coca-Cola have brand power, so do individuals like you. But brands don't just happen. They get developed and nurtured over time.

In this fun, fast-moving workshop you'll discover what goes into the making of a Personal Brand. And, in a moment of daring, you'll get a quick and unexpected look at how others view your Personal Brand today! Most important of all is you'll discover how you can get started on creating your own unique, authentic Personal Brand that will carry you to new heights in both your business and personal life.

#### Discover:

- How your staff see you? Are you projecting the 'brand' image you both want and need to portray in order to be heard and respected?
- How to create your personal brand that inspires teams and drives staff performance
- How a powerful personal brand allow you to clearly and directly get your points across, every time!

Workshop Length: 90 minutes

Linda Montalbano has been presenting to audiences across North America to rave reviews. Audiences love her candor, humour and real life examples. Prior to joining Graff Retail, Linda was the Vice President of Danier Leather, where her own personal brand lead her to become a VP at age 29 and a legend still to this day to within the organization.

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