

DR. LOIS FRANKEL

Get and keep the job you want.

Brand Yourself for Success

There's a word on the street about you. It's what people say or think about you when you leave a meeting, hang up the phone, or make a presentation. But did you know that you can craft the word on the street by consciously defining your professional brand? Branding is what differentiates you from your colleagues and allows others to see you as a valuable workplace asset. When you brand yourself for success you create a blueprint for achieving your professional goals. This keynote presentation is suitable for groups of men and women or it can be tailored for women's groups.

In this illuminating keynote Dr. Frankel focuses on:

- The 6 key elements of branding
- Impediments to branding
- How to learn the current word on the street about you
- The 8 most common behaviors that cause career derailment.
- Ways to communicate your brand.
- ...And more!

In addition to being a bestselling author, Dr. Frankel has been featured on The Today Show, Ali & Jack, CNN, CNBC as well as in The New York Times, Wall Street Journal and on numerous talk radio programs.

As an executive coach and President of Corporate Coaching International, a consulting firm headquartered in Pasadena, California, she has worked with industry leaders such as Amgen, Baskin Robbins, Fidelity, General Mills, Lockheed Martin, McKinsey & Company, Inc., Miller Brewing Company, The Walt Disney Company, Kellogg's, Microsoft and Warner Bros. and with professional associations including Financial Women International, National Association for Female Executives, Association for Financial Professionals, and the American College of Physician Executives.

What people have said:

"On behalf of Ascend, I would like to thank you and your team - and of course Dr. Frankel - for making our *Inspiring Across Generations* event such a **huge success**. We are getting **tremendously positive feedback** on Dr. Frankel's presentations." **Diana Solash, Lead Development Consultant, Northeast, Ernst & Young**"