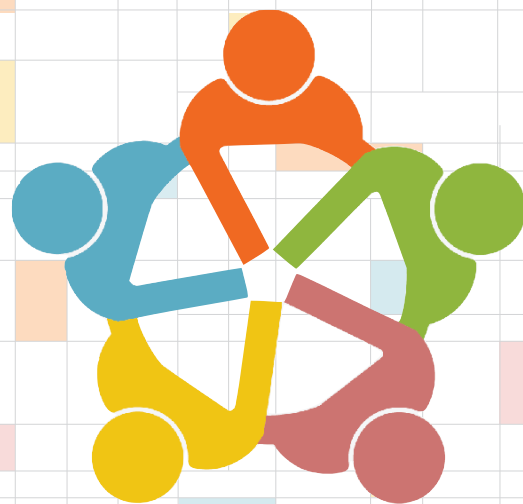


atdCORE4
NEW ORLEANS
OCT 24-25, 2022

SESSION: How Leaders Can Use
Personal Branding
Development
Programs to Engage
Their Teams

SPEAKER: William Arruda

How Leaders Can Use **Personal Branding** to Engage Their Teams



William Arruda



WHY?

WHAT?

HOW?

?

WHY?

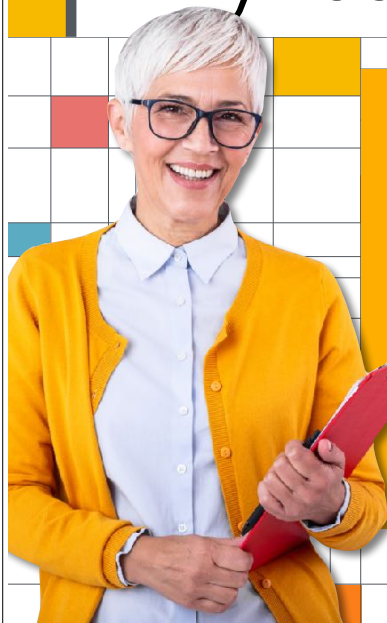
WHY?

Learning programs

Teams

Personal branding

Why learning programs?



Right for everyone

Future focused

Key to engagement

Why teams?

Burnout

Connection

Tech takes a toll



Why personal branding?

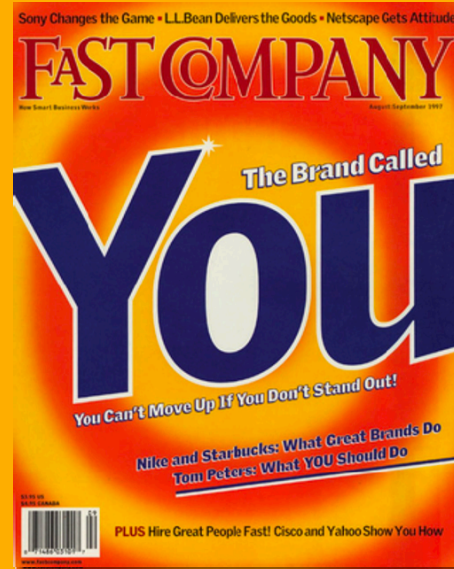
Human

Essential to innovation

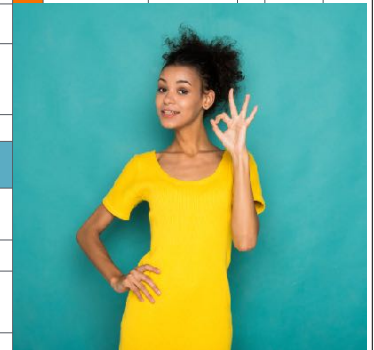
Fun!



Personal
Branding
turned
25
this year!



Conformity
is the
Enemy of
Innovation



#1 Leadership skill

bit.ly/PBSelfAwareness



YOU are the company brand

Messages are re-shared 24 times more frequently when distributed by employees.



Personal branding is...



Human

Essential to innovation

Fun!



Personal Brand Power Audit

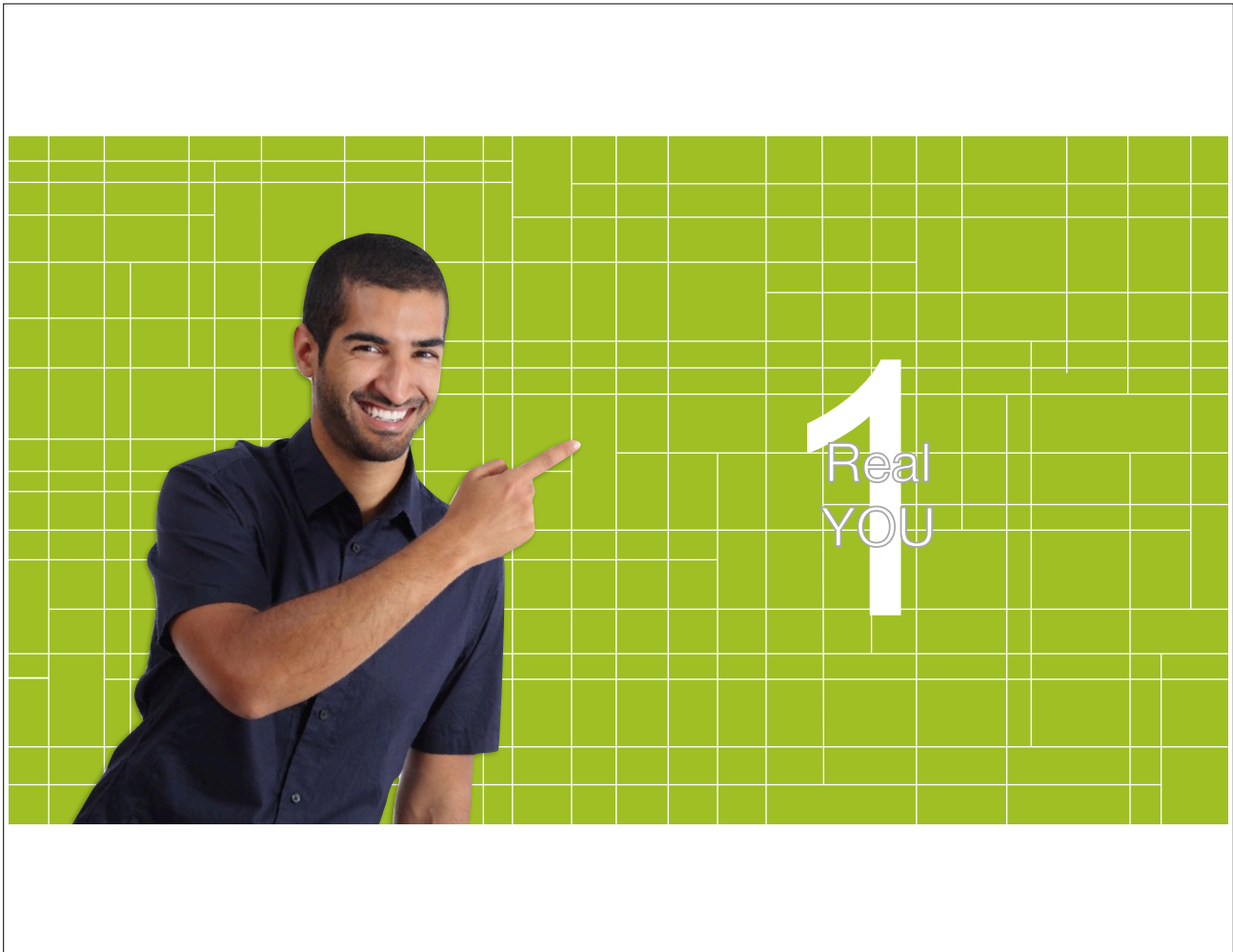
Blasting

Activating

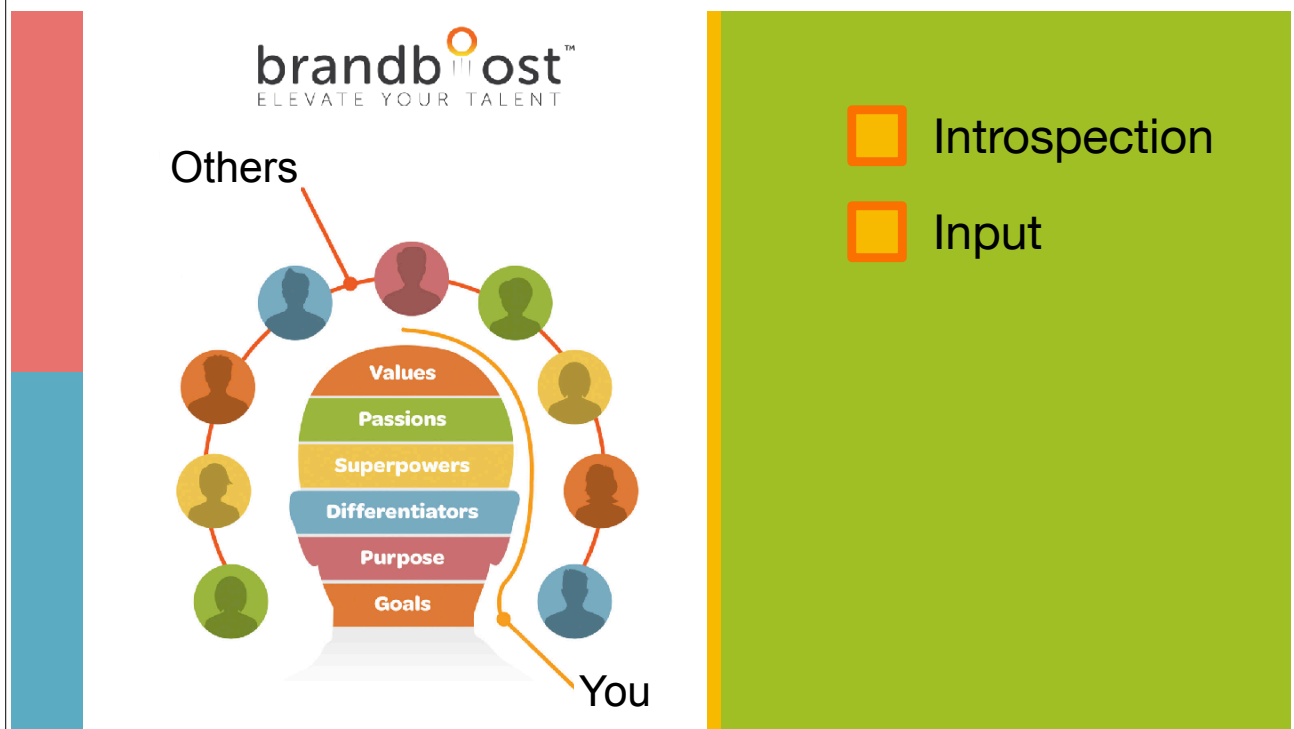
Launching



bit.ly/PBPowerAudit

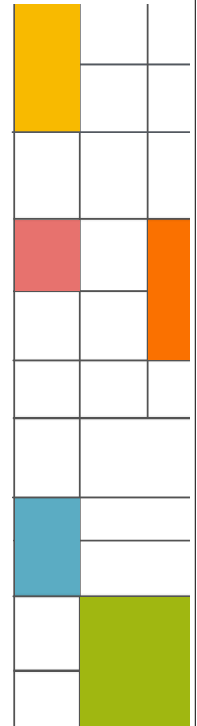


Unique Promise of Value





brandbost™



A signature strength
that helps you stand
out and deliver
exceptional value.



Uncover ***your*** superpowers



U.S.
+1



Or just go to:

bit.ly/KnowMySuperpowers

Eliminate the 'F' word

FEAR FAIL FAKE

~~FINE~~

FINE

Best
Outstanding
Exceptional
Extraordinary

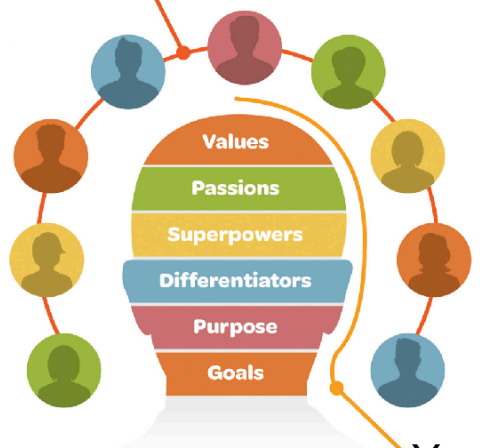
Don't be FINE
Be
EXTRAORDINARY



WORK YOUR QUIRKS!

brandboost™
ELEVATE YOUR TALENT

Others



You

- ☒ Introspection
- ☐ Input



What do **people** think about **YOU?**



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360 R e a c h™

PERSONAL BRAND SURVEY

Reach out to your people

Get a Reputation Report

Get video coaching



williamarruda
@reachcc.com

subj: 360ATD



WHY?

WHAT?

HOW?

?

HOW?

Make it happen

Combine synch. & asynch.

Create accountability buddies


Come together as a team

Make it manageable



WEEK	1	1-3	4	5	6
	TEAM	INDIV/PAIRS	TEAM	INDIV/PAIRS	TEAM
	Kick-off Inspire Explain why Calendar it Pair members Prepare to get feedback	Passions & Superpowers 1-1 Meeting Differentiators & Values 1-1 Meeting Purpose & Goals 1-1 Meeting	Connect Share Acknowledge Discuss	Discuss feedback Create action plans	Apply Integrate into work Encourage next steps

The Three Rs



Repetition
Reminders
Recursion

Repetition

Ebbinghaus

Aristotle

Walter Burke Barbe



R

Reminders

Chat bot

Accountabilibuddies

R

Recursion

Values

Passions

Superpowers

Differentiators

Purpose

Goals

R

WHY?

WHAT?

HOW?

?



I'll be
signing
books!
10/24
5:15pm

FEEDBACK
COUNTS

Your feedback helps ATD continue to provide top-notch educational programs that help you stay on top of a changing profession.

The evaluation form for this session is available via QR code and at the following link: <https://core4.td.org/>.



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