

Manage Your Personal Brand Like a Pro

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PMP, LSS Trainer & Mentor



What will you obtain?

What is a personal brand?

Which communication strategy to apply?

Which tools to use to communicate your brand and how?



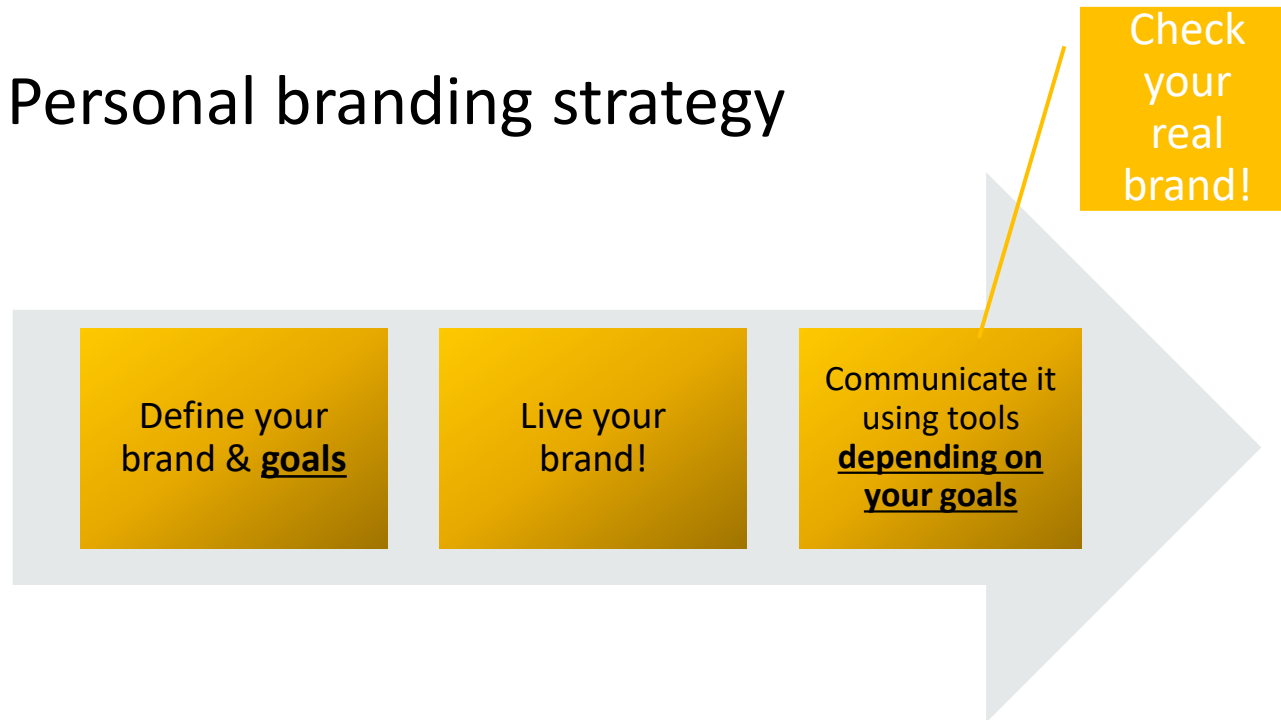
Personal brand

“Your brand is what other people say about you when you're not in the room.”

Jeff Bezos

- Everyone has it
- Our authentic story that makes us exceptional
- Our reputation

Personal branding strategy

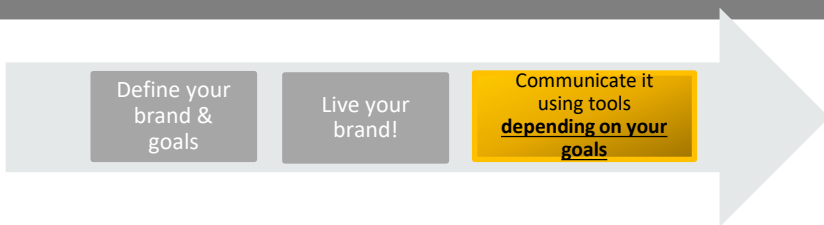


My research:

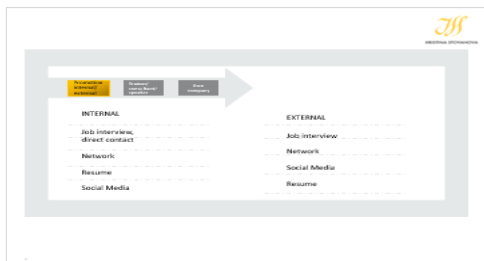
14 interviews with hiring managers, HR specialists and representatives of training, consulting and educational organizations



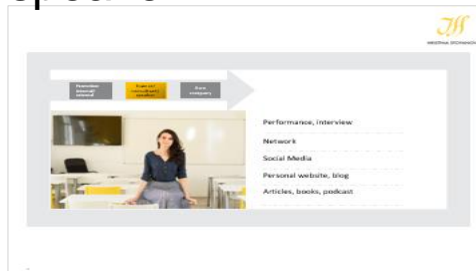
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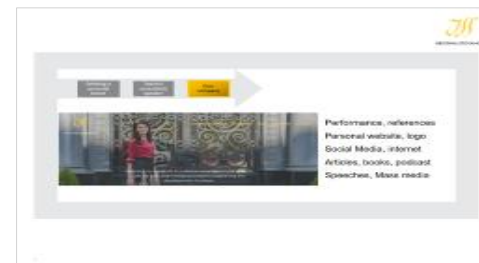
Promotion internal/ external



Trainer/ consultant/ speaker



Own company





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THANK YOU!

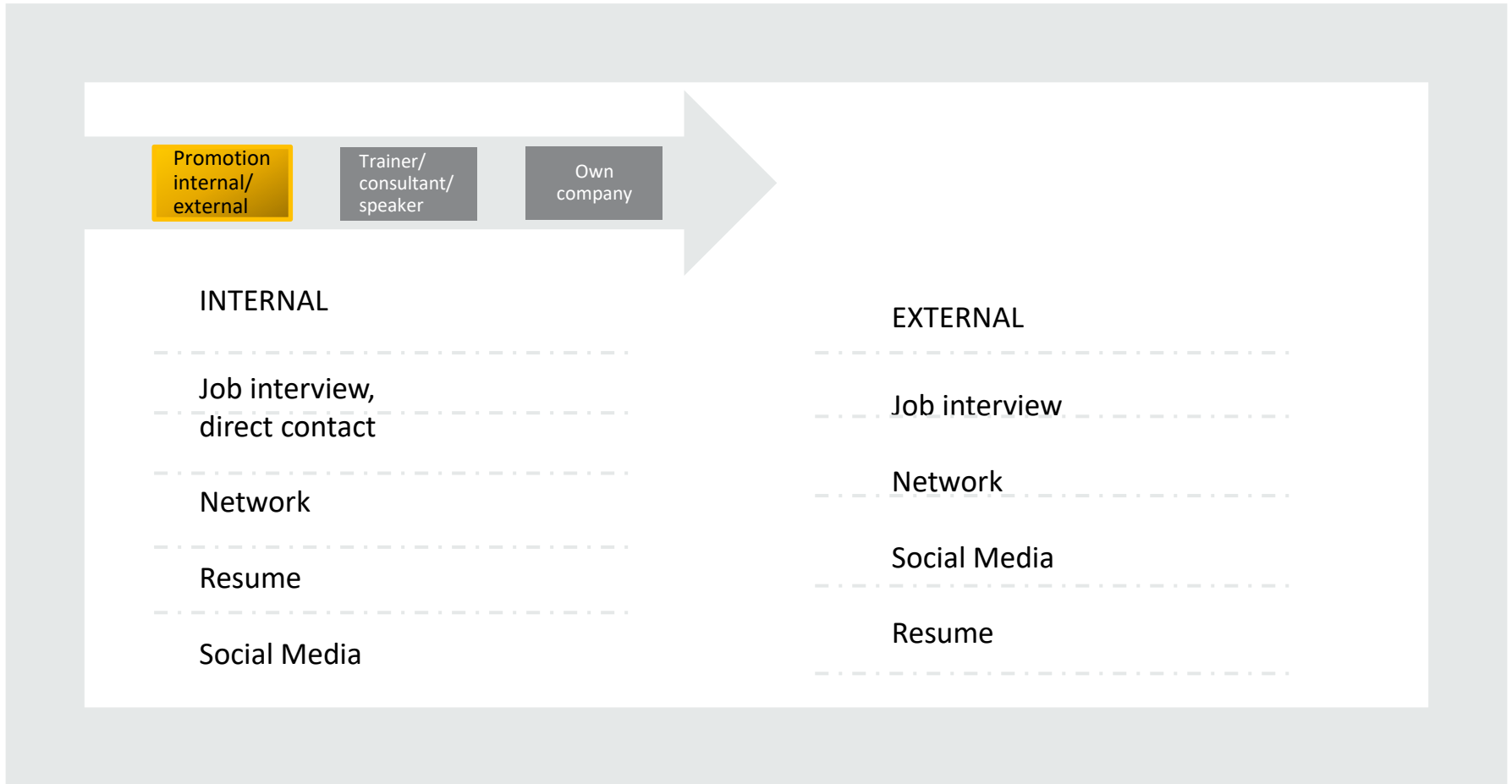


Hristina Stoyanova



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Promotion
internal/
external

Trainer/
consultant/
speaker

Own
company



Performance, interview

Network

Social Media

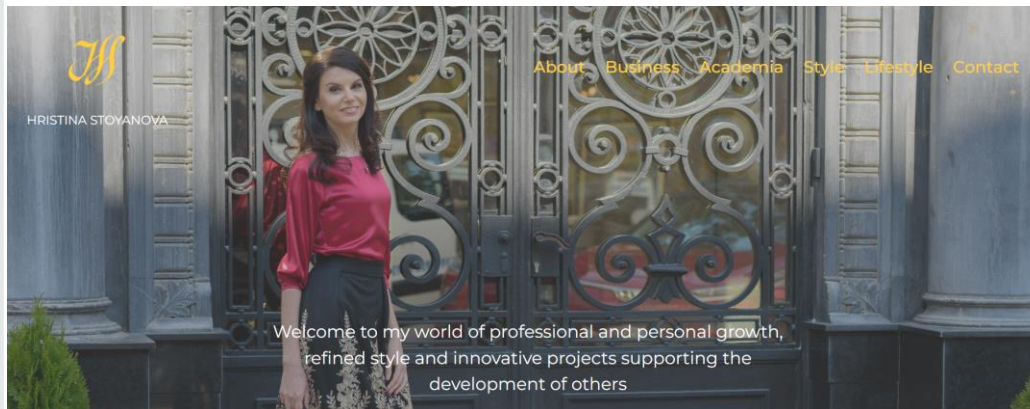
Personal website, blog

Articles, books, podcast

Defining a
personal
brand

Trainer/
consultant/
speaker

Own
company



Performance, references

Personal website, logo

Social Media, internet

Articles, books, podcast

Speeches, Mass media