



JodiSpeaksLIFE



We Should be Great,
EACH OF US RADIANT
full of LIFE
AND FULL OF STORIES

Get Started with your own Brand Statement!

- What 3 - 4 keywords describe your **ESSENTIAL QUALITIES** quickly and clearly?
- What is your **ESSENCE FACTOR**, the core of who you are? "I know I am in my element when ____."
- What is your **AUTHORITY FACTOR**, the knowledge that you hold and the skills that you possess? "People recognize my expertise in ____."
- What is your **SUPERSTAR FACTOR**, the qualities that set you apart? "People comment on my ability to ____."



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PERSONAL BRANDING 101

Our humanity is impactful and essential in the workplace. Your personal brand demonstrates your value to others, helps form connections, and builds your credibility.

Your personal brand is how you represent and promote yourself to others in order to build productive and rewarding professional relationships.

Who are YOU?!



Connect with Jodi to learn more about Brand You! workshops for you and your team.