



## Effective Communication and Personal Branding

The term branding no longer relates solely to companies. In fact, today, every individual has their own personal brand. Your brand is your reputation – it's what exists in the minds of your customers. It's what you're known for and how people experience you. It is up to you to cultivate and guide your own personal brand or let others define it for you.

Delivering your brand clearly and consistently will create a memorable experience in the minds of those you interact with and can open doors to new opportunities. A strong personal brand can yield tremendous ROI whether you are working in an organization in the FAA or leading one.

To cultivate and communicate your personal brand requires more than self-promotion. You need to be skillful, unique, transparent, authentic, and consistent about your craft.

In this session you will learn about the power of a brand. You will also learn to:

- Discover how others experience you
- Cultivate and guide your brand
- Identify your unique promise of value
- Communicate your brand story

We look forward to your participation in this event.

**Date and Time:** November 1, 11:00 a.m. Eastern / 10:00 a.m. Central

**Capacity:** Up to 75 Participants (first come, first served)

**Registration:** Access eLMS and search for Item No. FAA60000310 or select this [Registration Link](#)

FAA PERSONAL  
BRANDING WEBINAR,  
NOVEMBER 1, 2017  
11:00 A.M. EASTERN  
10:00 A.M. CENTRAL

### You will learn to:

Discover How Others  
Experience You

Cultivate and Guide  
Your Brand

Identify Your Unique  
Promise of Value

Communicate Your  
Brand Story

Sponsored by ATO  
Leadership & Career  
Development  
Partnership

### PRESENTERS:

Dr. William  
McClinton, FAA SUPV  
HR Specialist

LaKeshia Bankston-  
Glover, Program  
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