

## PERSONAL BRANDING

Jacqui Harper MBE & Judy Fearn  
CRYSTAL BUSINESS TRAINING

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### Professor Albert Mehrabian



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### AGENDA

- 10.45 Building A Personal Brand in TV  
Identifying Your Personal Brand  
Communicating Your Personal Brand  
Q & A
- 11.45 CLOSE

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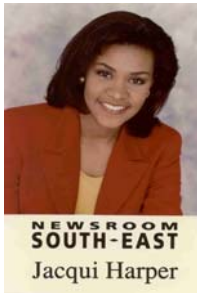
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## BUILDING A PERSONAL BRAND IN TV



The Actuarial Profession  
making financial sense of the future

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## IDENTIFYING YOUR PERSONAL BRAND

- Core values/qualities
- Personal Brand statement

The Actuarial Profession  
making financial sense of the future

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## COMMUNICATING YOUR PERSONAL BRAND

CORE VALUES/QUALITIES      CORE VALUES/QUALITIES

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## COMMUNICATING YOUR PERSONAL BRAND

CORE VALUES/QUALITIES

CORE VALUES/QUALITIES

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## More Information!

- TIPS – email [info@crystalbusinessstraining.com](mailto:info@crystalbusinessstraining.com) (quote ACT71106)
- READ - 'Voices of Experience' by Jacqui Harper
- ATTEND Communication Skills Courses

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