



# Lessons from a best-selling Author

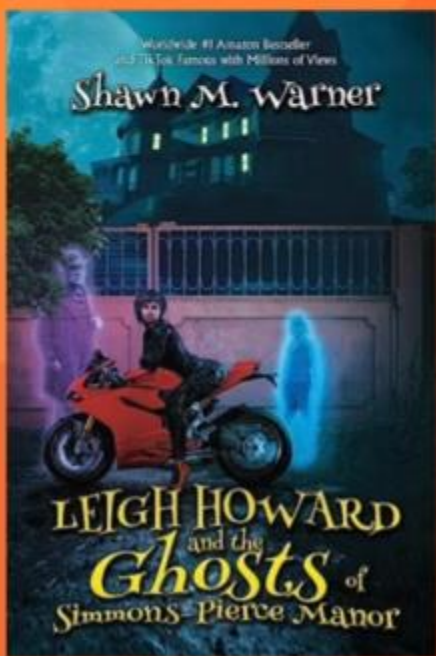
How personal branding can boost your career



By the time  
we end you  
will

- Have key components to your brand,
- Understand what makes you unique
- Begin to understand how to articulate your brand to others
- Learn to take your next steps towards success

# Shawn Warner



# Tiktok Famous To Best Selling Author

What is a  
brand?  
A personal  
brand?



What is a  
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A personal  
brand?



A brand has a unique and immediately recognizable identity that distinguishes itself from others.



How do you  
find yours?

Three questions:

- Superfans
- Haters
- Themes

What would  
the haters  
say?

WSIC



# Themes







Take this  
learning  
further with

## Resources:

- A 360° Leadership Assessment
- A personal or professional Board of Directors

# BYBOD



*Have you ever been told, "You need a mentor to excel," yet struggled to find one?*

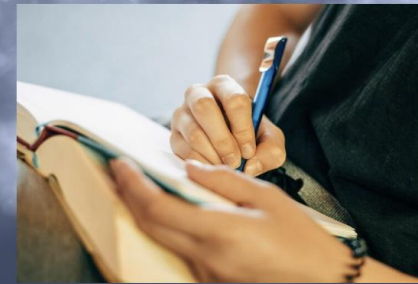
*Mentorship is the key to success, but the reality for many accomplished and confident Women of Color is different, causing us to get more education or certifications, work too hard, burn out, and juggle more for little to show for our efforts.*

# BYBOD provides



## *Decision support with Trusted Advisors*

BYBOD helps each woman build their personal board of coaches, mentors, and champions to support for your decision support.



## *Expanding your Network and Leadership with Lessons*

Each BYBOD participant learns through our facilitated networking opportunities and customized learning & development



## *Overcoming Obstacles with Executive Coaching*

BYBOD participants are served by executive coaches skilled in supporting women of color through their unique challenges.



# Growing my Board of Directors

Starts TODAY!  
Network with  
Your table peers





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For more about  
BYBOD  
Contact



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