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## Maximize Your Personal Brand; The Power of Being an InfluenceHER In Your Workplace

Everyone wants to be an influencer. An influenceHER is a woman who has the power to impact the decisions of others because of her authority, knowledge, position, or relationship with her peers. We often think of personal branding as being a necessity for those associated with an online presence or digital business. However, in today's rapidly changing and ever-evolving business world, the footprint you leave online, and also in the hallways, boardroom, and email threads, is not only important but can have a career-altering impact on your trajectory. A strong personal brand can open the door to new business and career opportunities, which also allows you to build a strong network of influential allies.

In this fast paced and energetic keynote participants will understand the power of maximizing their brand so that they can increase their influence and be seen as a thought leader who is indispensable and irreplaceable to those in positions of power.

As a result of this keynote presentation you will be able to:

- Amplify your authenticity in order to influence more people and create a larger impact
- Create quality engagement and relationships in order to build a strong reputation of trust with peers and leadership
- Understand how to use relevancy to bring forth progressive and fresh ideas to the organization
- Strategically use mutual interests to build ideas that will have a personal and lasting appeal to those who will help carry out the vision
- Choreograph strategic opportunities to build proximity in order to be seen by those with authority and influence

By strategically incorporating these simple yet highly effective ideas into your professional development, you are bound to find your influence growing more rapidly and steadily, while gaining the respect of top leadership in your organization.