



WOMEN IN
FINANCIAL
MARKETS™

Formerly WIND

Strengthening Your Leadership Brand

Georgie Dickins
Trailblazer Program
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“

Your personal brand
is what people say
about you when you're
not in the room.

JEFF BEZOS





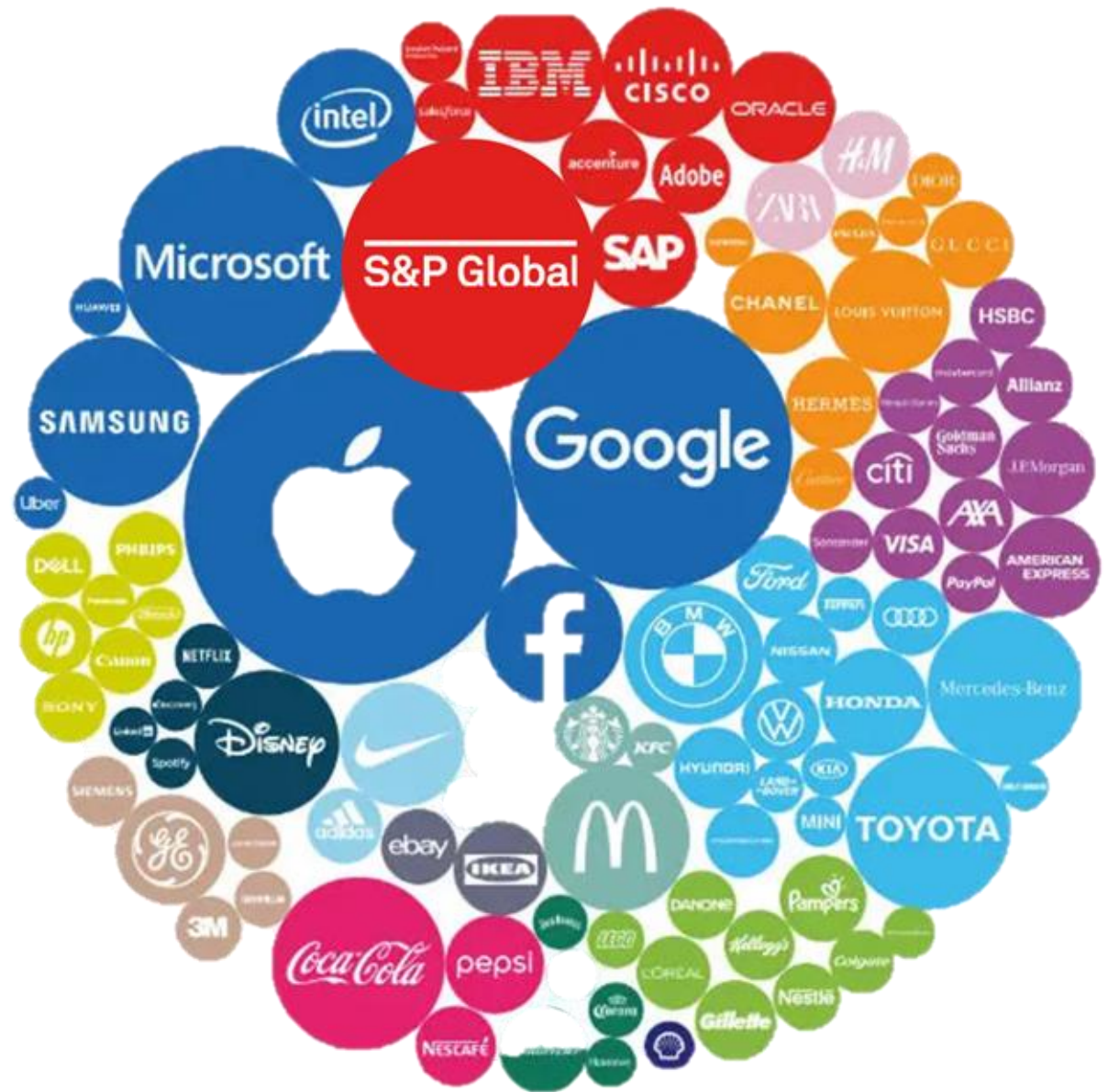
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A brand is a promise.

WALTER LANDOR
BRANDING PIONEER

Products have brands.

People have relationships
and reputations.



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It's not about who
you know.
It's who knows you.



Having Brand Clarity

- Why do they need YOU in the room? What do you bring?
- What are you uniquely positioned to do?
- What do you unlock in others?
- What thinking do you inspire for others?



BIGGEST CHALLENGES

1. Underselling Their Impact
2. Fear of Being Seen as “Too Much”
3. Lack of Strategic Intent
4. Time and Energy Constraints

What assumptions might I be making?

1. People know my value
2. It is a meritocracy
3. My performance speaks for itself
4. People see things the same way as I do
5. Hard work will lead to advancement
6. Feedback is given if something needs improving
7. Humility is more respected than self-promotion

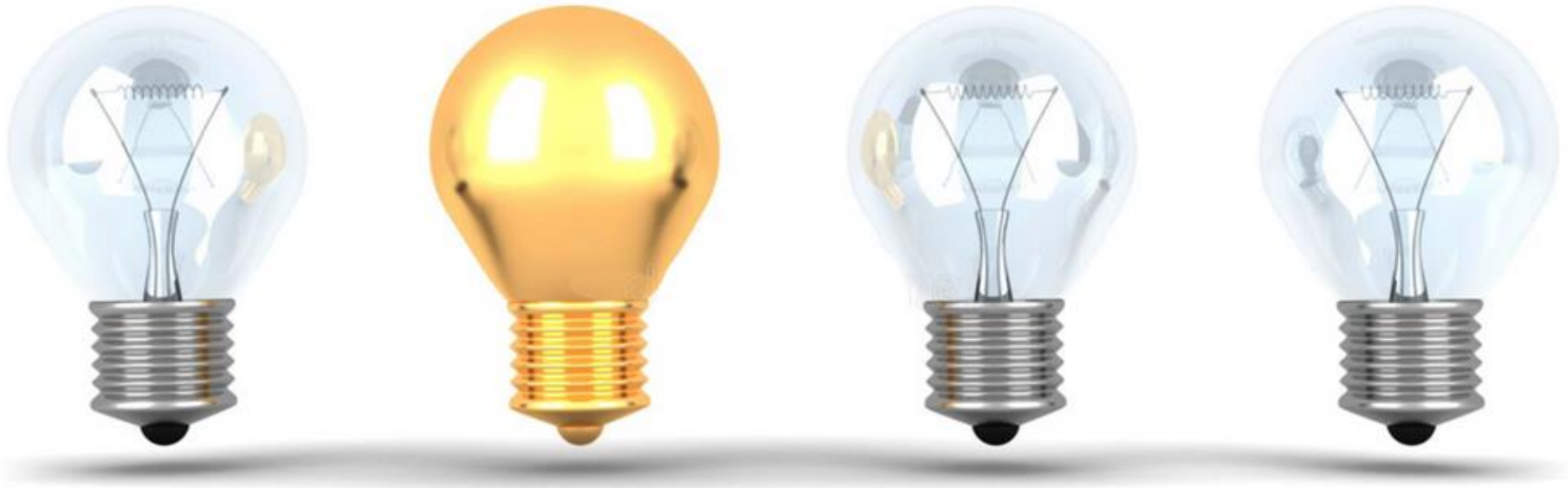


BREAKOUT ROOM

1. People often come to me for... [CURRENT]
2. If I were introduced at a high-profile event, I hope they would say... [ASPIRATION]



Identify what makes you distinctive



There are 3 laws of branding

Differentiate, differentiate, differentiate!

ROBERT GOIZUETA
FORMER CEO, COCA COLA

Perception becomes reality

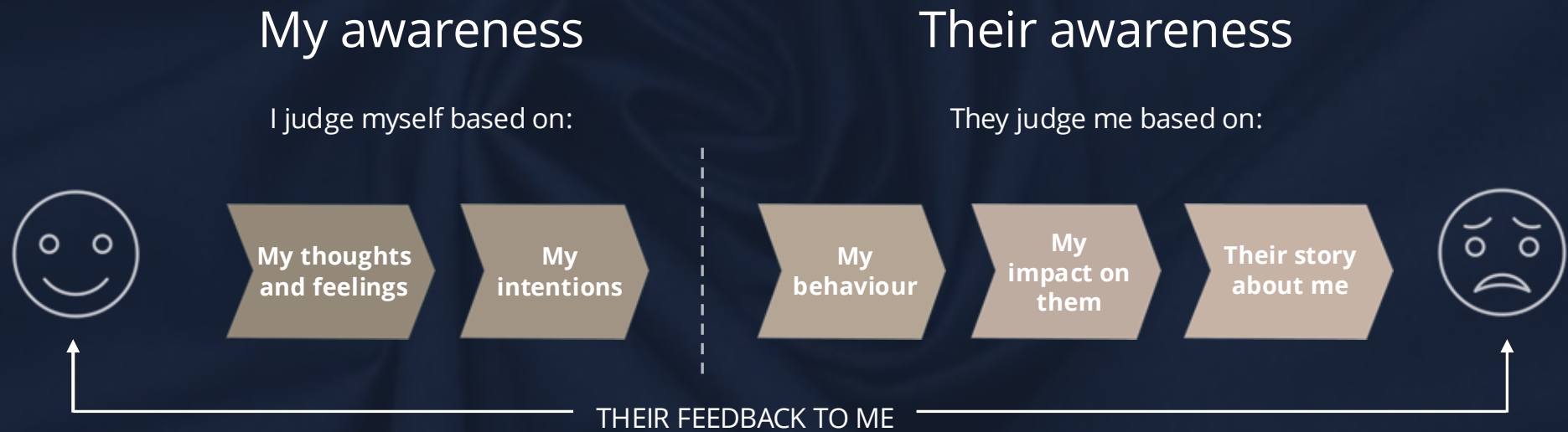
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Perceptions are powerful and pervasive, formed quickly, they spread easily.

The view of one can soon be the view of many.



SELF-AWARENESS: THE FEEDBACK GAP



Closing survey

