



Brand Story:

The Perfect Answer to "What Do You Do?"

"Tell me about yourself."

These four simple words can trip you up, whether you are in an interview, at a networking event, or simply meeting someone for the first time.

Want to know where to start every time, so that people remember you, in a good way?

Begin with your story. Why? Because story explains the "why" behind what you do. People want to know the "why" before the "what". They want the backstory, instead of your title, educational background, or polished elevator speech.

This workshop is part of a series of programs to help professionals increase their career and business opportunities. In this interactive session, attendees will explore their unique work and life experiences and apply elements of screenwriting to begin telling their story. For more on the brand story approach, see ["How to Use LinkedIn to Promote Your Personal Brand"](#), written by the workshop presenter.

What Participants Will Learn

In this interactive workshop attendees will learn:

- Why storytelling is the new competitive advantage.

- The elements of a great brand story. Participants will look at three different brand stories to understand what makes for a compelling and memorable way to talk about yourself, without bragging.
- Critical components that most people miss when using story to present themselves.
- How to shape unique work and life experiences into an authentic story of who you are and the value you deliver. Participants will reflect on key moments in their life and identify points of differentiation. By the end of the workshop, participants will have a start on their brand story, as well as a checklist for continuing to refine their brand story.

Who Will Benefit

Professionals who have a need to stand out in a crowded marketplace. This includes but is not limited to:

1. Students and new graduates
2. Experienced professionals
3. Entrepreneurs
4. Career changers

What Participants Are Saying

In a survey after a presentation to alumni of a major university:

- 100% would recommend this workshop to a friend.
- 91% agreed that this workshop will help them in their career.

"The brand story workshop is a must for anyone searching for a job or even thinking of looking. Carol offers a unique way to break out of that boring list of accomplishments and set yourself apart. I loved how she encouraged us to analyze not just our work history but our personal life story. The hands-on questions helped me explore more about myself, what I want to accomplish and what I uniquely bring to my career - and how to begin weaving that into a story I can tell potential employers. I left extremely inspired about my career path ahead!"

--Tonya Papanikolas, broadcast journalist and former anchor of KSL-TV (Salt Lake City, UT)

"What I found most impressive about Carol's work is her ability to uncover the recurring theme of your most valuable contribution throughout your life. Her process enables you to see different pathways and career choices where you will have the biggest impact."

--Jennifer Wagner, investment banker turned global food security consultant

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