



# Expand YOUR Brand™

Backpack to Briefcase for Today's Student

A college degree is far from a guarantee of success in today's job market and workplace.

Much of what it takes to succeed in the world of work is often unwritten, unspoken, and usually learned the hard way. Additionally, what it takes to excel as a student is very different from what's required as a business professional.

What must today's student do to ensure he or she makes an immediate and lasting impact?

The answer is found in personal branding. At this moment, every person is a brand whether they realize it or not; and that brand is either working for them or impeding their success.

Young professionals who embrace and leverage this important fact will:

- ❖ Maintain a competitive advantage over other professionals.
- ❖ Possess greater confidence, clarity and control in managing their career.
- ❖ Build loyal and lasting relationships with customers, clients and coworkers.

By recognizing the power of You Inc. early on, students can proactively tap into the insights and creativity that lead to personal breakthroughs and a foundation of lifelong career success.

Expand YOUR Brand™: Backpack to Briefcase for Today's Student reveals the power of personal branding and is specifically tailored to provide students with a competitive advantage to ensure they fulfill their individual potential.

Expand YOUR Brand™: Backpack to Briefcase for Today's Student leverages Chris Bryant's 20 years' of experience leading individuals to higher levels of performance.

Building on his proven track-record with major educational institutions such as the California Department of Education, California State University-Northridge, Pasadena Unified School District, and Pasadena City College to name a few, Chris guides students to a deeper awareness of the beliefs and behaviors required to succeed.

As a result of participating in this program, students will:

- ❖ Learn the Expand YOUR Brand™ methodology, a blueprint for achieving peak performance.
- ❖ Enhance personal marketability to land and excel in their dream job.
- ❖ Elevate value while building stronger relationships with classmates, colleagues, professors, and potential employers.
- ❖ Apply principles of Personal Brand Management used by world-class individuals.

Young professionals must have these tangible and intangible tools to effectively adapt, adjust and realize their career dreams.

## Who Is It For?

Expand **YOUR Brand™**: Backpack to Briefcase for Today's Student is designed for colleges and universities, fraternities and sororities, professional associations, networking groups, and other campus organizations whose membership includes students, recent graduates, and others starting their careers.

## How Is It Delivered?

Delivery formats can range from a 45-minute high-impact keynote to a half-day interactive workshop that includes meaningful discussions, activities, and action planning.

All formats include examples from Chris's experiences working with world-class individuals, as well as thought provoking ideas and discussions intended to change the way students think about themselves and their career.

Participants can build on the program's concepts with additional resources and follow-up sessions. Regardless of your needs, we can work with you to create a customized strategy.

Chris's sessions are always highly energized and interactive. The level of activity varies according to the session format, length, and number of participants; sessions can include group discussions, individual reflection, skill practice, paired sharing, and other engaging group activities.

## WHO IS CHRIS BRYANT?

Chris is a nationally known Brand Strategist, Speaker and Executive Coach. He is a leading a thought leader in Personal Branding and the Customer Experience. You can say it's in the company he keeps. He honed his expertise with elite organizations such as the Ritz-Carlton Hotel Company and Nordstrom; culminating in an impressive repertoire of best practices.

His dynamic background affords him a unique credibility when it comes to achieving world-class results. His expertise has been featured on MSNBC, radio talk shows, major publications and as a columnist for a major newspaper.

Participants consistently come away equipped, inspired and ready to achieve individual breakthroughs that lead to organizational breakthroughs.

## What are Clients Saying?

"Your enthusiasm, passion and message were very well received. The information and resources that you shared will enable us to improve greatly."

~ California Department of Education

"WOW! The students couldn't stop talking about your presentation. You have significantly impacted the trajectory of their careers."

~ California State University, Northridge

"Your ability to engage the students is fascinating! You are a master at sparking their interest and then dropping a seed that they can take with them as they grow and mature. We can see the difference you are making!"

~ Abundant Life & Adolescent Growth



## Let's Talk!

To build a customized program for your organization:

**1-888-MR BRYANT or 1-888-672-7926**

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