



Expand YOUR Brand™

4 Steps to Remaining Relevant in Changing Times

Congratulations! You are officially the CEO of YOU Inc. Fact is, how you manage your brand will impact the level of success you ultimately achieve.

The qualities associated with your brand have the power to move you forward or hold you back. That is the power of personal branding!

A "brand" isn't just something that a company works to create; every person in the organization has an individual brand associated with:

- ❖ The skills they possess
- ❖ The value they add
- ❖ The feelings they inspire in others

When individuals recognize the power of their own brand, they can tap into the insights and creativity that lead to breakthroughs for your organization. By raising awareness of the individual brands of your employees—and how those individual brands tie into your organizational brand—you will:

- ❖ Unleash the potential of the ideas and innovations that often lie dormant within each person.
- ❖ Focus energy on the efforts that will truly add value for your organization and its customers.
- ❖ Gain alignment on the values you share and create a sense of team synergy that inspires and motivates.

Expand YOUR Brand™: 4 Steps to Remaining Relevant in Changing Times reveals the power of personal branding and helps each individual to demonstrate their personal best, remain relevant, and enhance their contribution.

Expand YOUR Brand™: 4 Steps to Remaining Relevant in Changing Times leverages Chris Bryant's 20 years of experience cultivating excellence in individuals from the inside-out. Building on his unique background with world-class brands such as Ritz-Carlton, Nordstrom, and Disney, Chris guides participants to a deeper awareness of the beliefs and behaviors required to build a world-class personal brand.

This program will help your organization:

- ❖ Create a force of brand champions who advance a mutually beneficial relationship with the organization.
- ❖ Build stronger networks among employees, adding value to work teams, the organization, and your customers.

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

- ❖ Engage the Expand YOUR Brand™ blueprint, a unique methodology for achieving personal excellence and superior results.
- ❖ Unlock the secrets of legendary brands in creating lasting relevance.
- ❖ Discover and align their individual brand with the organizational brand to maximize career growth.
- ❖ Apply principles of Personal Brand Management used by world-class professionals to get and stay ahead.

Today more than ever, individuals must effectively take hold of who they are as a brand to remain relevant in changing times!

Who Is It For?

Expand YOUR Brand™: 4 Steps to Remaining Relevant in Changing Times is designed for everyone at all levels of your organization, from individual contributors, to managers, to executives. Note that every program is customized to meet the specific needs and objectives of each audience.

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 organizations and individuals, as well as thought provoking ideas and discussions intended to change the way people think about themselves and the organization.

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's a leading authority 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?

"The money I spent was well worth this one session. I don't even have to attend any other sessions! Chris Bryant really knows his stuff. He was fabulous!"
~ United States Treasury Department

"Thank you for coming to speak to my team. Your delivery was awesome and the feedback was phenomenal! Since your presentation our team has been one of the tops in production!"
~ Bank of America

"I'm very discriminating and not easily impressed; but this is the best class I've taken!"
~ National Geospatial Intelligence Agency



Let's Talk!

To build a customized program for your organization:

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