



LIFE-BRAND *Keynote*

The unspoken potential of a strategic life-brand

THE DILEMMA

We have experienced a significant shift towards digital selling, especially in B2B. What began with a response to the global pandemic has become a standard way of doing business: driving business growth through digital engagement. Social media has become the ultimate tool for prospecting and selling. Organizations have also come to the realization that not just sellers, but every single employee, are representing their company online with whatever they share on private or public social media platforms. The challenge is to bring awareness to this opportunity and to leverage a unified market presence that is driven by every individual in the organization. How can this be accomplished? **By controlling your life-brand.**

TAKE AWAY

- Learn how digital engagement has changed the way we do business for good
- Understand the definition of our individual life-brand and gain awareness of its existence and power
- Get enabled on how a controlled life-brand impacts career advancement and business growth
- Gain clarity on life-brand missteps and their potential impact
- Learn the easily adopted step-by-step approach to a fully controlled life-brand that can be implemented **TODAY**
- See the potential business impact a life-brand can have on buyers and their perceptions of the company, its products and services

👍 ❤️ 💬
**Generation
BRAND**

Gen Z
Millennial
Gen X
Boomer

available at
amazon



THE AUDIENCE

Designed for leaders and employees. The session is customized to an organization's specific culture challenges based on pre-calls and research.

For booking information, contact speaking@irinasoriano.com

