

YOU™

Discover Your Leadership Brand and Boost Your Professional Reputation

YDC Inner Advisory Circle

Your Reason to Join

What does "successful leadership brand" mean?

In its essence, it is the process of defining the beliefs and emotions you want your leadership status to convey and the art of aligning it with what people actually think about you. Your leadership brand reflects your behavior and effectiveness as a leader. It conveys your unique value proposition and maximizes your influence and impact. It can only be effective when it is genuine, authentic, derives from your personal value system and encompasses your presence within and beyond your organization.

Building and communicating your authentic leadership brand will significantly enhance your interpersonal impact and influence, enabling you to meet and exceed your strategic objectives and position yourself as an industry expert.

So, are you leading your leadership brand or vice versa?



Calendar 2020

Dates will be appointed by the team



CEO,
MullenLowe Athens

Your opportunity to learn and practice

Join us in this unique 8-session-journey and

1. Discover how a powerful leadership brand can enhance your ability to achieve your career goals
2. Develop a leadership brand that differentiates you from other leaders based on your own unique value proposition
3. Use your leadership brand to broaden and deepen your impact
4. Beware of a fuzzy leadership brand that stalls your growth and keeps you in roles where you do not thrive
5. Manage your leadership brand and gain authenticity, becoming a true agent for yourself



Contact us: +30 2108985869



Visit us at www.yourdirectorsclub.com

