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Building Your "Brand" Agenda

01
YOU
ARE THE
BRAND

O2
WHAT YOU
TELL
YOURSELF
MATTERS

O3
THE "BISHOP"
FORMULA



WHO ARE YOU?



Yolanda W. Rabun, Esq.

Daughter, Wife, Mother, IBM Associate General Counsel, IBM Corporate C-Suite Executive, Professional Actor, Music Entrepreneur, Recording Artist, Motivational Speaker, Dreamer, **NOT DONE**

What is a Personal Brand?

The persona **YOU** project based on your experiences, beliefs and credentials

General Counsel, IBM

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THE BRAVEST THING YOU CAN DO

LET GO OF YOUR EGO

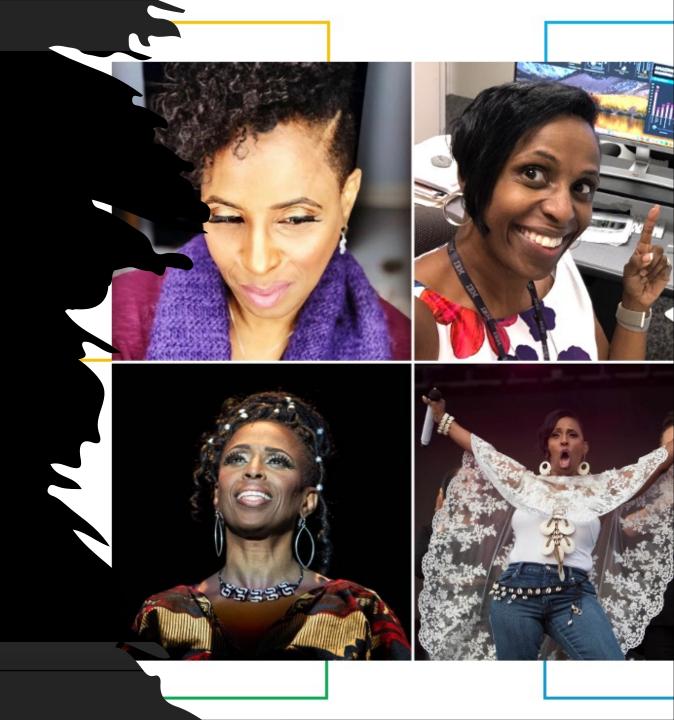


THE LESSON: What You Tell Yourself Matters

ANYTHING CAN HAPPEN IF YOU LET IT

Defining Your Attitude
Paves the Way to
Maximizing Your Value:

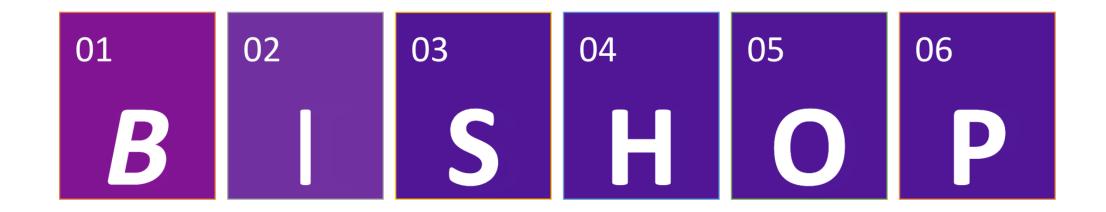
YOU ARE THE ASSET





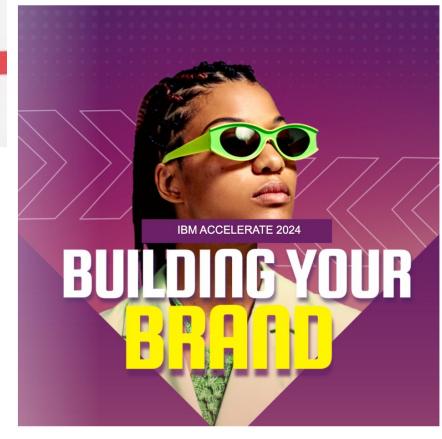


The "Bishop" Formula

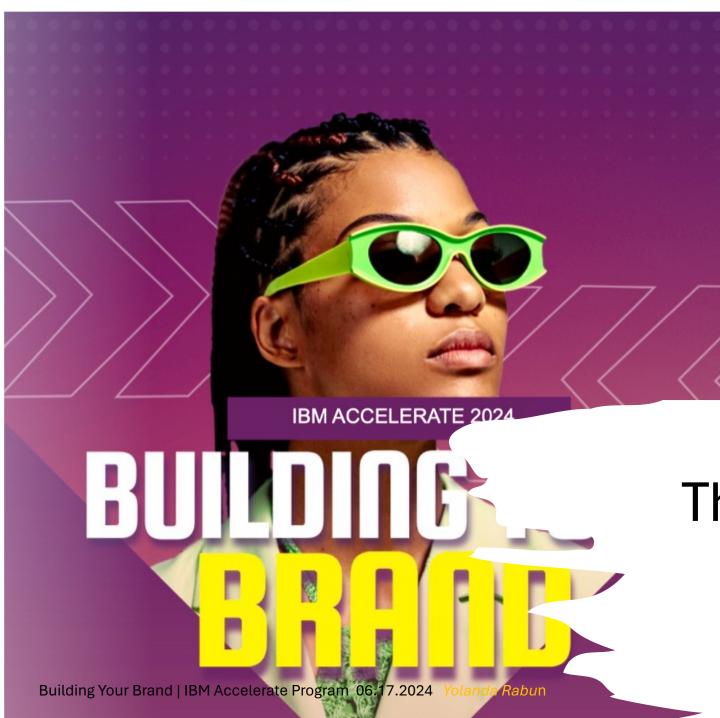


Equity

The BISHOP FORMULA "B" – BUILD EQUITY









The BISHOP FORMULA

"S"-SHARE

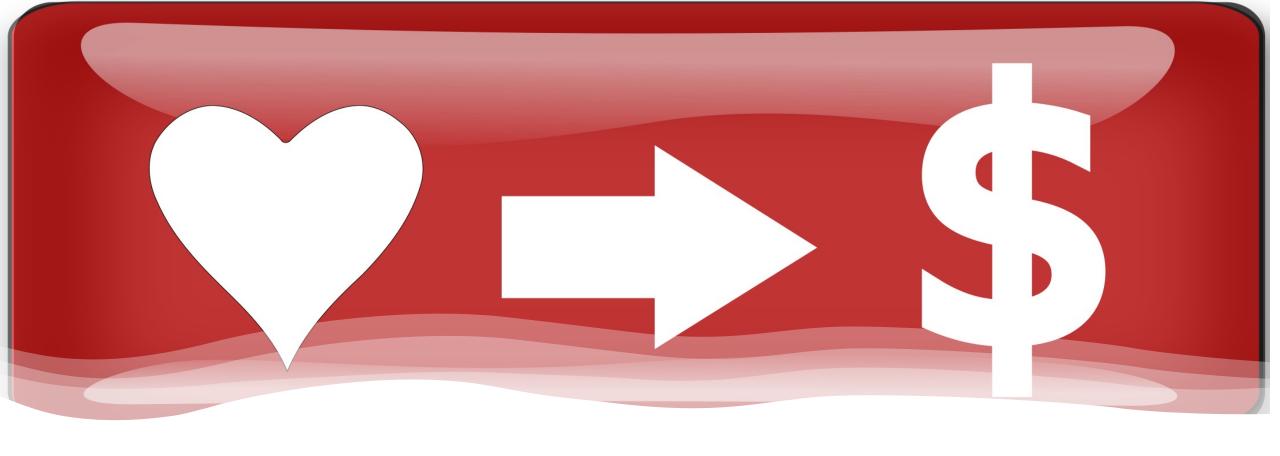
KNOWLEDGE

The BISHOP FORMULA "H" – HAPPEN ON YOUR REPUTATION









The BISHOP FORMULA "P"-PAY ATTENTION



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