

PERSONAL BRANDING

Description

Build and champion your Personal Brand for accelerated success, confidence, influence and leadership by taking ownership of YOU as your Personal Brand and uniquely packaging yourself for differentiation through the way you speak, act, look and live.

What is a Personal Brand?

It's the sum total of your personality, passions, skills, talents, strengths, mindset, actions, values, vision, character - even etiquette. More than just your reputation, wardrobe or appearance - it is the thumbprint you leave at every touch point, and it reflects the unique contribution you offer to the mechanical industry and beyond. Personal branding leads to transformational leadership, helping you attract the right talent, lead more effectively, and achieve your professional goals more quickly.



Dates: June 21 & 28, 2018

Time: 12:00 - 4:00 pm (lunch served at 11:30 am)

Tuition: \$195

Location: MCAWW Training Center,

1100 Olive Way, Suite 1250, Seattle

Tuition includes class materials and lunch

At the end of this workshop, you will be able to more effectively:

- Understand and leverage the process of authentic personal branding by defining your leadership brand identity and identifying your “why,” as well as your vision, values, strengths and goals.
- Speak with more confidence, clarity and impact as you articulate your value through an authentic and cohesive positioning statement (elevator pitch).
- Understand the role mindset and integrity play in your decisions, professionalism and career advancement, and how they elevate or erode the brand called you.
- Glean tips for dressing to communicate and reinforce your value and brand message while creating strong 1st impressions for increased credibility, trust, and relationship building.
- Learn how to package, position, and manage your brand to attract more of who and what you want in business by practicing the 3 Cs (clarity, consistency and constancy) – online and off.



Personal Branding Course #503-18 REGISTRATION FORM

Name: _____

Firm: _____

Title: _____

Cell: _____

Email: _____

Years in Industry: _____

Dietary restrictions? _____

Supervisor: _____

Check here if you require special accommodations under the American with Disabilities Act.

Check here to opt in to the MCAWW E-newsletter and stay current on all upcoming classes and events.

HOW TO REGISTER:

Mail completed registration form to:

MCA of Western Washington,
1100 Olive Way, Suite 1250,
Seattle, WA 98101

Or email registration to:

tbutler@mcaww.net

Payment due once your seat is confirmed

Registration Deadline: May 21, 2018

*Class limited to 14 participants
(number of attendees per firm may be limited)*

MCA of Western Washington occasionally videotapes, records or photographs events for the purpose of responsibly promoting the association and/or attendance at future events. By registering for this event you agree to allow us to use your name and likeness for such purposes.

About the Instructor:



Kim Peterson is a champion of leaders, emerging leaders, and organizations who want “no more excuses.” She helps these difference makers achieve confident breakthroughs and market differentiation by discovering their unique personal brand identities and authentically packaging their whole selves for accelerated success through more effective speech, engagement, wardrobe, and presence.

Kim started her business Uniquely Savvy Inc in 2000. In addition to facilitating workshops, Kim is a keynote speaker, a style & branding coach, personal shopper, and consultant.

Her client list includes professionals from Boeing, Microsoft, Amazon, and T-Mobile, as well as real estate, finance, law, sports, media, education, and various other industries.

Who Should Attend

This program is intended for individuals at any level who want to improve their leadership skills and accelerate their success by taking charge of their personal brand.

MCAWW Board of Education:

Maria Boyer (Chair),
MacDonald-Miller Facility Solutions
Bryan Eppler, *University Mechanical Contractors, Inc.*
Leah Gutmann, *First Forward Consulting*
Stephen Hengl, *Hermanson Company*
Matt Johnson, *SJS Mechanical Services*
Sheri Keeley, *McKinstry Co.*
Micha'l Larson, *Shinn Mechanical*
Kelly Peterson, *Holmberg Mechanical*
Niles Stirrett, *Stirrett-Johnsen, Inc.*
Ty Baldi, *Ferguson Enterprises*

MCA of Western Washington
is proud to sponsor ongoing
educational programs and seminars
for the benefit of our members:

Project Manager Certification:

CMPM 1
CMPM 2
CMPM 3

Technical Training Series:

Intro to HVAC
HVAC Engineering
Plunging into Plumbing
The Last 10%
Intro to Hydronics & Steam

Other Programs:

Mechanical Service Professional (MSP)
Mechanical Contracting Leadership (MCL)
Fierce Conversations

Sample of Recent, Specialized Seminars:

Fierce Conversations
Putting a New Lens on Safety
MCCM Execution
Introduction to Blueprint Reading
...And many more!

For more information, please contact
Tamara Butler, Director of Education
at tbutler@mcaww.net

*MCAWW educational programs are for Western Washington
Mechanical Contracting Industry Improvement Fund contributors.*

MCAWW Board of Education Mission:

Providing MCAWW Members innovative,
meaningful learning opportunities

Knowledge ~ Growth ~ Respect



Mechanical Contractors Association
WESTERN WASHINGTON

MCA of Western Washington
1100 Olive Way, Suite 1250, Seattle, WA
Tel. (206) 442-9029 ~ Fax (206) 442-9364
www.mcaww.net

PERSONAL BRANDING

for Transformational Leadership



Course #503-18

June 21 & 28, 2018
12:00 - 4:00 pm

Sponsored by



Mechanical Contractors Association
WESTERN WASHINGTON