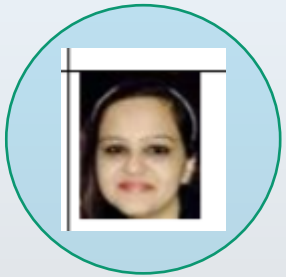


# Welcome to Session 4 Table Topic:

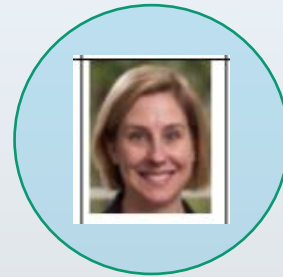
*10 Secrets to Sounding Confident* + *You, Inc.: Developing Your Personal Brand*



Ishrat Motiwala  
Harvard Pilgrim Health Care



Joelle Christian  
Raytheon Technologies



Krista Nelson  
Fidelity Investments



Nora Marin  
Alkermes, Inc.



Amanda Kelley  
Takeda Pharm.

## The “Plan”:

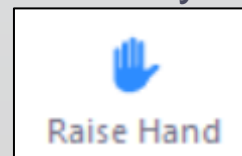
1. Review high level survey results

2. Ask you questions:

[Did the results surprise you?]

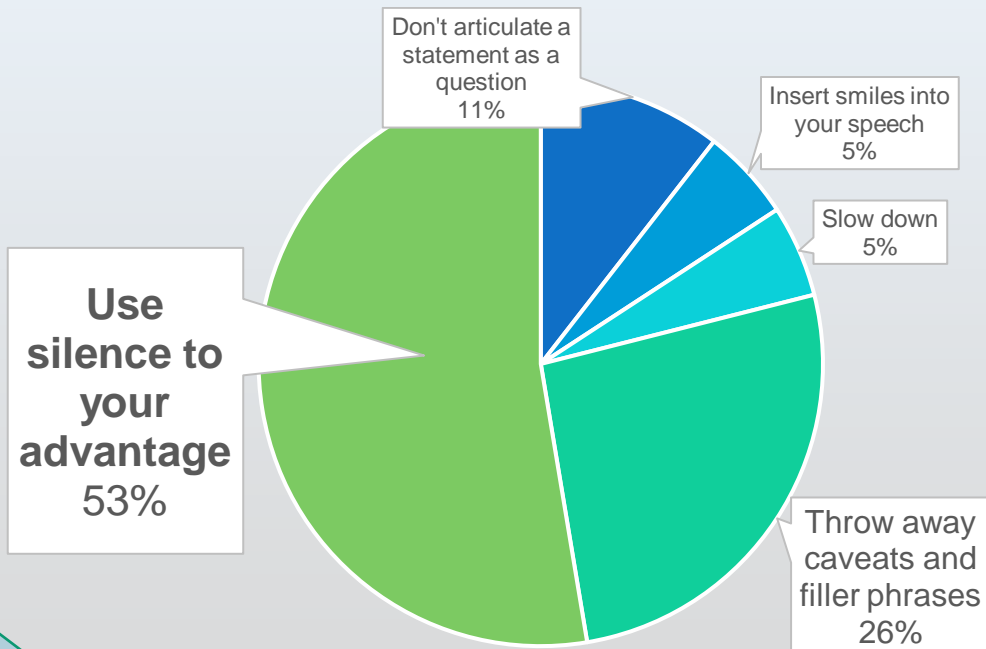
[Anything missing from the 10 Secrets?]

Be ready to:



# Survey results are in...

Which secret of sounding confident are you most excited to try out?



## 10 Secrets to Sounding Confident

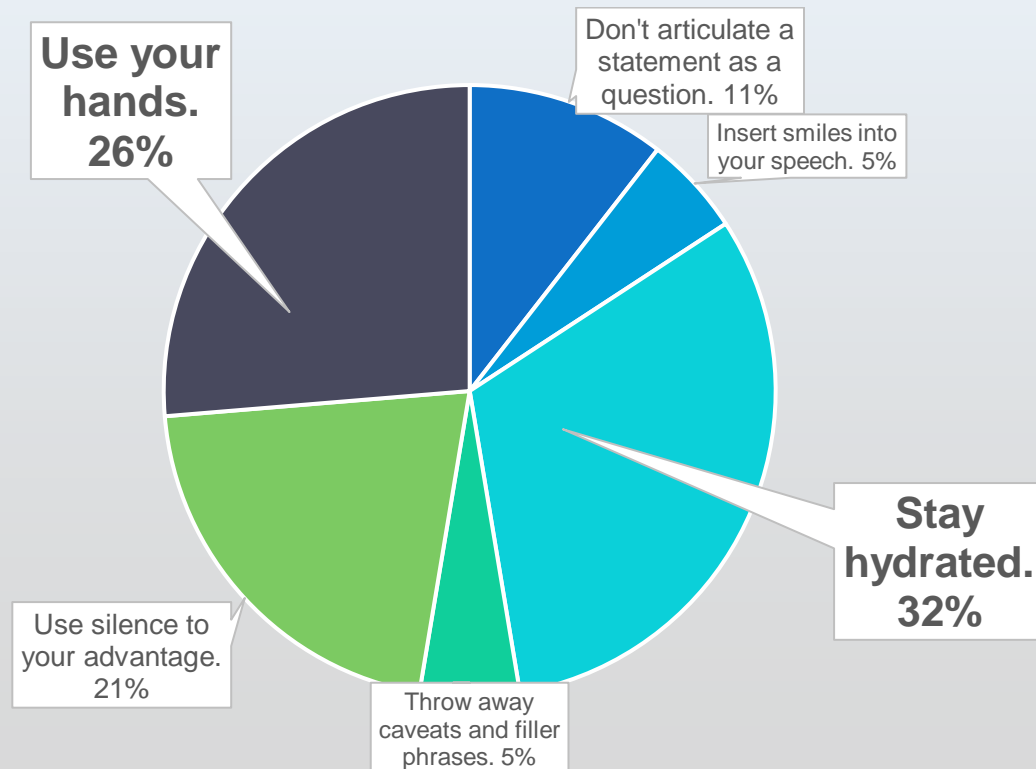
1. Practice
2. Don't articulate a statement as a question
3. Slow down
4. Use your hands
5. Throw away caveats and filler phrases
6. Stay Hydrated
7. Express Gratitude
8. Insert Smiles into your speech
9. Use Silence to your advantage
10. Maintain good posture

## 5 Tips about Personal Branding

1. Start w/ IDing what makes you stand out
2. It's about Benefits – not features
3. It's a plan and a strategy – own your persona
4. Play it safe - Test it on trusted colleagues
5. Revisit & Revamp regularly

# Survey results are in...

Which of the 10 secrets to sounding confident most surprised you?



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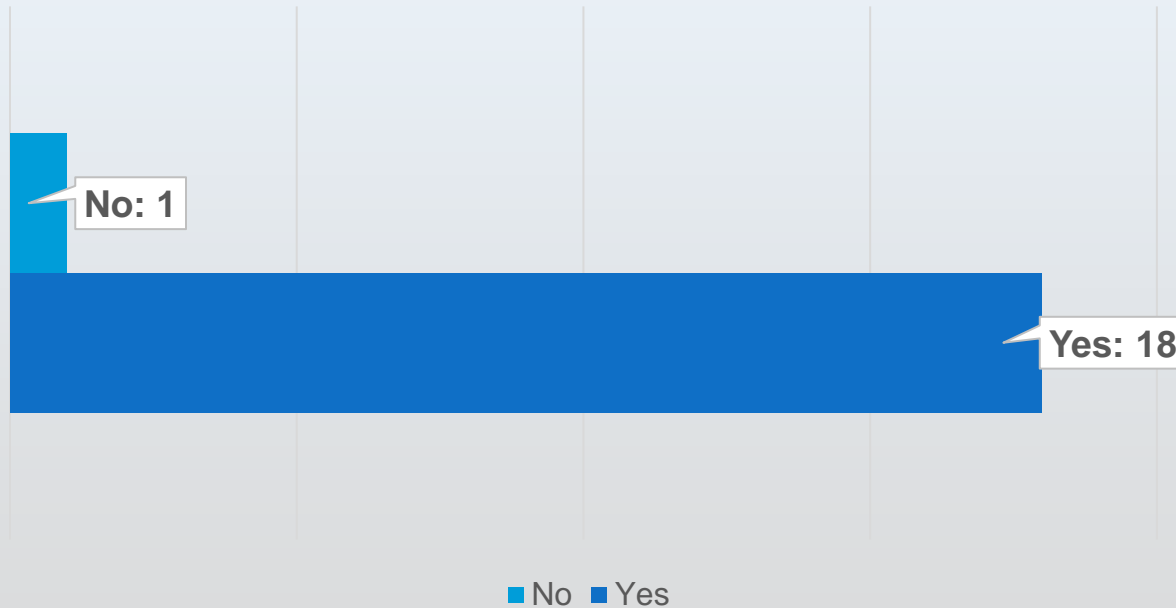
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0:00:30

# Survey results are in...

Did you find it easy to identify your strengths when determining your personal brand (Tip #1)?



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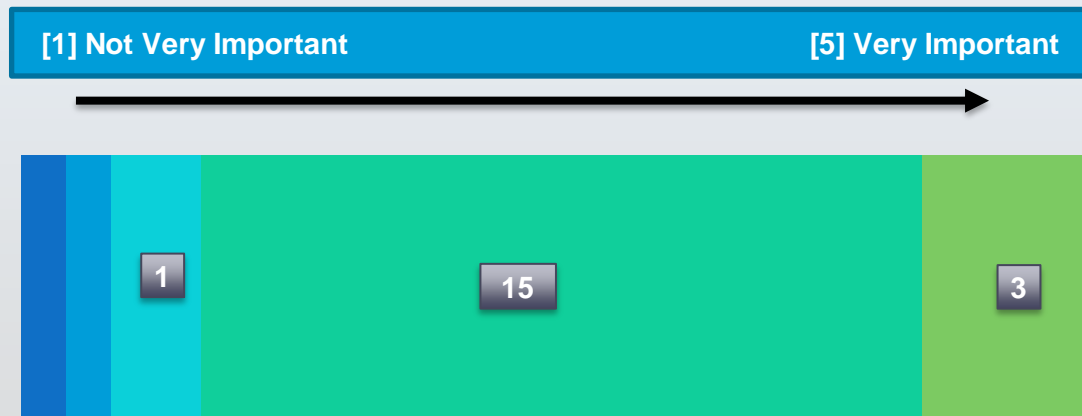
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0:00:30

# Survey results are in...

Were the personal brand strengths you identified important to your current role?



“  
“ I have the ability to redefine my brand over time.

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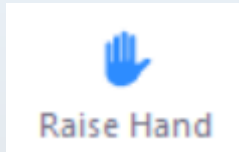


0:01:45

# What do you think?

Did the results surprise you?

• If Yes:



**TYPE in the chat box:**

**Why did the results surprise or not surprise you?**

**Do you have any personal secrets to sounding confident (not including the 10 listed)?**

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## 5 Tips about Personal Branding

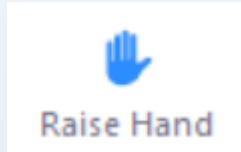
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0:00:??

# Final Q: Did you enjoy the survey?

If yes:



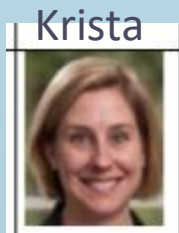
**THANK YOU!**



Ishrat



Joelle



Krista



Nora



Amanda

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