



Center For Hispanic Leadership Institute for Talent Development

Trust Your Brand: Diversity with Purpose Unites our Common Desires

The most valuable asset for an organization is their employees and the diversity they represent. For employees, their most valuable asset is their *personal brand*. The manner in which an employee represents the diversity of their personal brand - both in and outside of the workplace - is the single most important factor in determining their sustainable success. It also serves to unite the common desires of others.

One's personal brand is defined by the total experience others have with you. The value that you (as an individual) bring to others will define the experience that people have with your brand, thus defining its sustainability. The manner in which you share and express your diversity is the difference between an opportunity *seen but not seized*. Thus, the performance of your personal brand lies within the momentum you create for yourself through others and the community that is built to support the diversity of your personal brand. Conclusion: an employee's ability to optimize the momentum of their personal brand is based on their desire / responsibility to create a sustainable community that accepts your diversity and seeks to unite common desires.

While this all may appear to be "common-sense" - the execution of the following 4 skills to create and sustain personal brand performance, is "uncommonly common sense":

Vision to See

Courage to Sow

Knowledge to Grow

Wisdom to Share

The execution of these 4 skills begins by mastering the ability to *trust your brand* - before you can build a community and share it with others responsibly.

Trust Your Brand is a method of teaching that personal brand empowerment is about building momentum through others for the betterment of a healthy whole. Everyone seeks an identity and for most, their identity is misrepresented. As individuals seek to reinvent themselves; the reinvention process must first start with a cause and / or passionate pursuit they stand for and have the courage to live every day. **Diversity with purpose unites our common desires.** When we *trust our brand*, diversity becomes transparent and our unique differences become a strategic force. When we *trust our brand*, we breed a stable and growing community of leaders and lifters (thus eliminating the loafers and leeches). Additionally, a blossoming community of like-minded and loyal people with a common cause unfolds and begins to multiply quickly and responsibly. The result: a powerful, viral, and vertically integrated community that will increase recruitment, retention, motivation and performance that will generate a pipeline funnel of opportunities for growth and development.

This keynote / training session will focus on how and why a company must view the diversity their employees inherently represent as a powerful brand extension of their organization. Key topic themes include (but are not limited to):

- The Power of Aligning Your Personal Brand with Your Company's Mission, Values and Culture
- Living the Trust Your Brand Methodology in Your Everyday to Optimize Performance
- Create Purpose for Your Brand through and for Others Responsibly
- Build Immediate Brand Momentum Even When You Think You Can't to Exceed Your Contributions to the Organization
- Confidence vs. Self Trust: The Role Each Plays in Achieving Both Success and Significance
- When Living Your Brand, Opens New Opportunities that you Previously Couldn't See and Seize