



Elevate^{your} Impact^{and} Influence

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with **Mike Brian's**
Leader's
Brand

Do people HAVE to follow you, or do they CHOOSE to? Great leaders understand that for them to have the greatest impact, they need to cultivate a brand that people WANT to follow. Their personal brand is more than a logo or clever tag line; it's the defining element in their relationship with others. Branding a leader is like branding an entire company, not just a simple product. This workshop will provide proven tools to achieve just that!



Program Overview

A Leader's Brand: How to visualize your brand and build it to have more impact and influence.

In today's fast-paced business world, "personal branding" is more than a buzzword—it's a critical tool for leaders and executives seeking to stand out. However, crafting a meaningful and authentic personal brand often feels ambiguous and elusive. This workshop demystifies the process with a proven strategic branding framework honed by a professional marketing, advertising, and branding agency with over 35 years of expertise.

Through interactive activities and guided exercises, participants will learn how to identify and define the core elements of their personal brand. Each attendee will use a strategic planning worksheet to clarify their unique attributes, values, and leadership style, organizing their ideas into a compelling brand narrative.

Designed for leaders and executives, this workshop reveals what makes a leader's brand impactful and provides actionable steps to build and manage it effectively. By the end, attendees will not only understand how to create a personal brand but also how to implement it to inspire, lead, and motivate others with authenticity and confidence.

Why Mike?

Mike has spent his career working with professionals in promoting and motivating behavior change. Working with governmental, non-profit, corporations and small businesses Mike has deep experience and an understanding what makes people change behavior. He believes it is 1,000 times easier to set a behavior than it is to change one, but changing set behavior is key to leading others, selling products and saving lives. His experience in change is not only professional, Mike has personally overcome traumatic changes in his life that - once he chose to engage his Changency Process - expanded his impact and abilities. He has developed programs that are currently impacting thousands of people learning how to make and deal with change in their lives.

Workshop Flow:

This workshop focuses on the 3D Formula of a Leader's Brand that have been developed to guide participants through the following learning objectives:

Discover - Learn how to define a current brand/reputation and objectively analyze how it is impacting the ability to lead, as well as its impact on a company.

Develop - Map out a strategic plan to document, maintain, or change an existing brand. Learn how to set defined goals and benchmarks to help measure progress.

Deliver - Learn how to take the next critical steps on the leveraging your new brand and generate followers that choose to follow your leadership.

Materials

Participants will receive a workbook that will provide them a structure to take notes, cultivate ideas, and document new findings.

Program Time

The length of each workshop is determined by the client, based on specific goals and desired outcomes. Longer workshops provide a more hands on experience for the participants.

Pricing

1-hour workshop	\$2,750
2-hour workshop	\$3,500
3-hour workshop	\$4,750

Please contact Mike for custom pricing.

"Mike has been instrumental in the development of our Zero Fatalities program. His presentation is given thousands of time per year and responsible for saving countless lives."

Elizabeth McMillan- Communications Director, UDOT

