

Welcome to the Women in Cyber Luncheon

Sponsored by Optiv,
the Cyber Advisory and
Solutions Leader



The Importance of Building a Personal Brand

Women in Cyber Luncheon



Speakers



Nancy Brainerd

CISSP, CIPP/US Senior Director,
Product Security | Corporate Quality,
Medtronic



Heather Rim

Chief Marketing Officer,
Optiv

What Is Personal Branding?

- Jeff Bezos



OPTIV

Leaders Who Get it Right



Oprah Winfrey



Sheryl Sandberg



Melinda Gates



Serena Williams

How

They Do It

Talent

Motivation



Market Need

Why Personal

Branding Matters



Credibility and Trust



Career Advancement



Networking



Thought Leadership



Professional Development



Increased Visibility



Confidence and Self-Expression



Legacy Building



Time Constraints



Misconceptions



Modesty



Lack of Resources



Lack of Awareness



Organizational
Culture



Focus on Team
and Organization



Focus on
Other Skills



Industry and Role



Fear of Negative
Perception

Why Don't

Leaders

Prioritize It?

Watchouts

1. Lack of Authenticity
2. Inconsistency
3. Not Knowing Your Audience
4. Ignoring Feedback
5. Overpromising and Underdelivering
6. Copying Others

Activating Your Brand

- ✓ Establish an Online Presence
- ✓ Plan Your Content Strategy
- ✓ Build Meaningful Connections
- ✓ Lead Conversations
- ✓ Gather Feedback and Refine Your Brand
- ✓ Sustain Growth





Questions?



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Secure greatness[®]



