### 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

#### **Leaders Who Get it Right**

















Why Personal

**Branding Matters** 



**Credibility and Trust** 



Career Advancement



Networking



Thought Leadership



**Professional Development** 



Increased Visibility



Confidence and Self-Expression



Legacy Building





Time Constraints



Modesty



Lack of Awareness



Focus on Team and Organization



Industry and Role



Fear of Negative Perception



Misconceptions



Lack of Resources



Organizational Culture



Focus on Other Skills

Why Don't

Leaders

**Prioritize It?** 



#### Watchouts

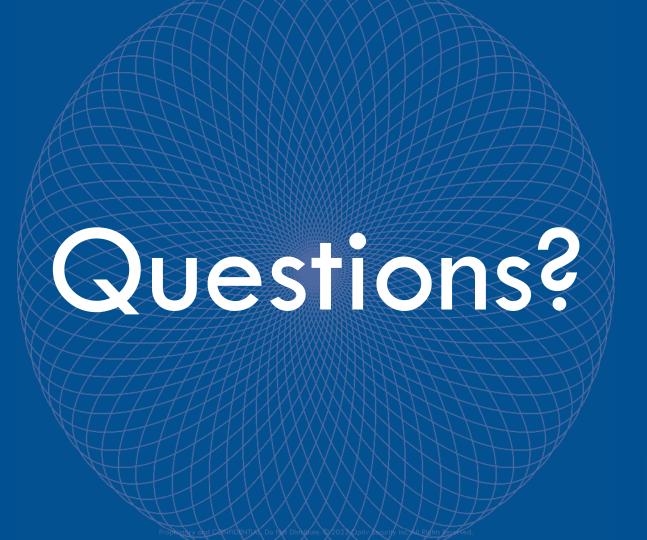
- 1. Lack of Authenticity
- 2. Inconsistency
- 3. Not Knowing Your Audience
- 4. Ignoring Feedback
- 5. Overpromising and Underdelivering
- 6. Copying Others





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





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## Secure greatness



