



# Creating and Communicating Your Personal Brand

## *CLASS DATES:*

*Tuesday, Feb. 8  
9-11:30 a.m.*

**SOUTH HENNEPIN  
WORKFORCE CENTER  
(WEST BLOOMINGTON)**

**4220 Old Shakopee Road  
Bloomington, MN 55437**

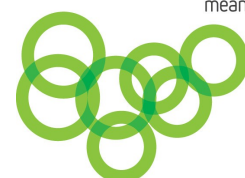
**To Register: Contact your  
employment counselor**

**About the class:** You have a brand whether you choose to manage it or not—it is communicated in your resume, on your LinkedIn page, in your email and what you wear. Creating and Communicating Your Personal Brand will help you clearly and consistently communicate your experience and skills, what you are known for and good at (or aspire to be!) and what you desire in job search, networking and in business development. In-class exercises will walk you through the process of identifying your brand, writing your brand message and communicating it verbally and non-verbally in introductions, your elevator speech and in written form.

### **About the facilitator: Kathleen Crandall Meaningful Connections**

A Master Connector and Public Relations Expert, Kathleen helps companies, products and people succeed through effective communications and the power of branding. Kathleen has more than 20 years experience building successful brands through marketing and PR. Her passion is helping people achieve professional and personal goals through meaningful connections, starting with a focus on their personal brand message. A graduate of the University of Minnesota School of Journalism, Kathleen is principle at Crandall Communications, Inc., a public relations firm.

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meaningfulconnections