



BRAND & IMAGE

Make a great first impression
Every. Single. Time.

PROPER NETWORKING



Networking can be fun...

Give Proper Introductions & Truly Connect.
Set Expectations & Goals for the Event.
Make it fun! Soft Sell. (Don't be THAT guy)

BOSSBABE VS BOSSY



You can be powerful without being bitchy

Use less filler words and own your thoughts.
Sorry, Not Sorry. Apologize if you're wrong, but never
be sorry for having an opinion (or stating it).
Check Your Ego. It's not all about you - include people.

BEING A GREAT LEADER



Create great brand ambassadors from your staff and clients...set the expectation

Communicate
Teach
Experience the Brand
Recognize & Reward

OVERCOMING PRECONCEIVED NOTIONS

**Poor first impression? The way to overcome
that moving forward is easy...**



Own it
Apologize
Pivot
Be consistent