

# Business Connections



*Do you know what people are saying about you when you're not in the room? Learn how to grow your personal brand, to ensure that others' perceptions of you align with how you want to be perceived.*

## 5 Keys to Maximizing Your Personal Brand

Managing your personal brand shouldn't be confused with self-promotion. It isn't calling attention to yourself simply for personal gain. Instead, it is clarifying your contribution and value to others and maximizing your potential so that you can work as complementary parts of a larger body to advance an agenda. It's about the team. You are part of a whole.

**Learn the action steps to demonstrate your brand to others:**

- 1. Market Yourself**—Build a network of colleagues inside and outside your organization.
- 2. Learn to Dance**—Be flexible to quickly adjust to shifting demands in your environment.
- 3. Be Authentic**—Don't pretend to be someone else or adjust your personality just to fit in with the crowd.
- 4. Establish Boundaries**—Know what you value, and what behaviors are acceptable for you.

### **About the Speaker:**

Priscilla Archangel, Ph.D., provides executive coaching, leadership and organizational development consulting to individuals and teams at automotive suppliers, mid-market firms, companies transitioning through mergers and acquisitions, and non-profits. After a 30-year career as a global human resources executive at a major automotive company, she is now also a sought-after speaker, teacher, facilitator and author/blogger. Priscilla has a passion for developing successful leaders, teams and organizations to clarify and accomplish their objectives, and believes that "everything rises and falls on leadership."



## Wednesday, June 28

### 7:30 - 8:45 a.m.

7:30 - Networking

7:50 - Presentation

8:30 - Questions

*Light breakfast provided*

## JVS

29699 Southfield Road  
Southfield, MI 48076

**Guest Speaker:**

**Priscilla Archangel, Ph.D.**

[www.PriscillaArchangel.com](http://www.PriscillaArchangel.com)



**No fee to attend, but registration is required. Please contact  
Angela Bevak at [abevak@jvsdet.org](mailto:abevak@jvsdet.org) or 248-233-4482.**