

STAND OUT! MAKE YOUR BRAND A SUCCESS.

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Brand Strategist | Focus Group Facilitator
| Certified Coach in Branding

« Pas le temps »

« Pourquoi a-t-elle a eu la promotion et pas moi ? »

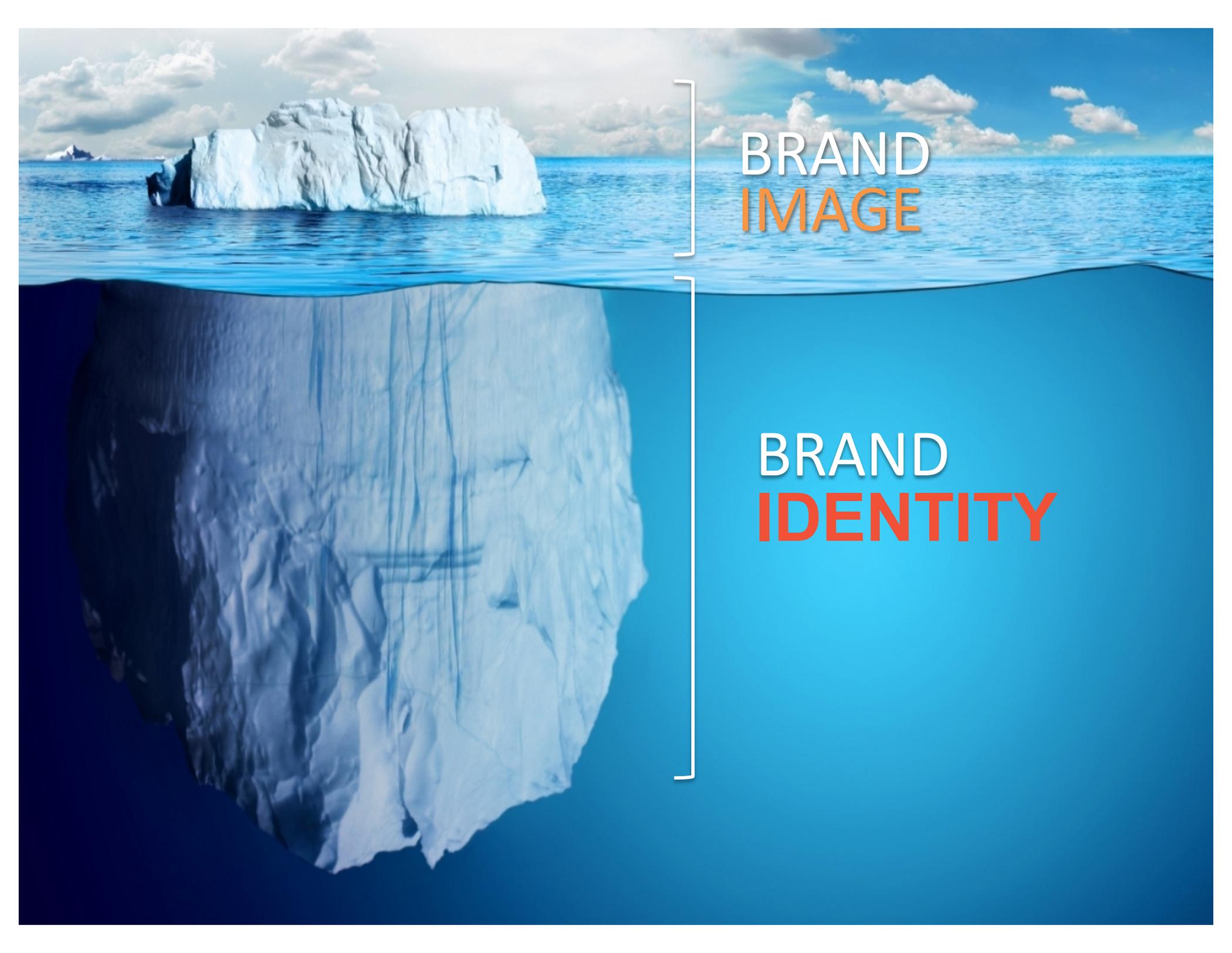
« Trop gênée pour parler de moi »

« Pas claire dans mes entrevues »

« Mon profil LinkedIn est ordinaire »

« Par où je commence ? »



An iceberg floating in a blue ocean under a blue sky with white clouds. The top part of the iceberg is above the water surface, and the much larger bottom part is submerged. A white bracket on the right side of the image groups the two parts. The text 'BRAND IMAGE' is positioned to the right of the visible part of the iceberg, and 'BRAND IDENTITY' is positioned to the right of the submerged part.

BRAND
IMAGE

BRAND
IDENTITY

COMMON NONVERBAL MISTAKES MADE DURING JOB INTERVIEWS



Fail to make eye contact



Have little knowledge of the company



Don't smile



Have bad posture



Fidget too much



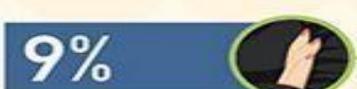
Have a weak handshake



Play with their hair or touch their face



Cross their arms over their chest



Use too many hand gestures



In a survey of more than 2,000 hiring managers, **33%** claimed to know whether or not they would hire someone within 90 seconds.

STATISTICS SHOW THAT FIRST IMPRESSIONS ARE DETERMINED BY:

55%  The way you dress, act, and walk through the door

38%  The quality of your voice, grammar, and confidence

7%  The words you choose to say

THINGS THAT HAVE AN IMPACT ON FIRST IMPRESSIONS

70% of employers claim they don't want applicants to be **overly fashionable** or **trendy**

65% of hiring managers say clothes can be the **deciding factor** between two similar candidates

BRIGHTLY-COLORED CLOTHING IS BAD





PERSONAL BRANDING

101





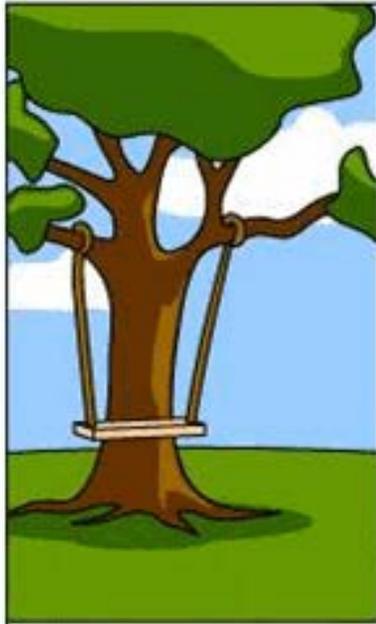








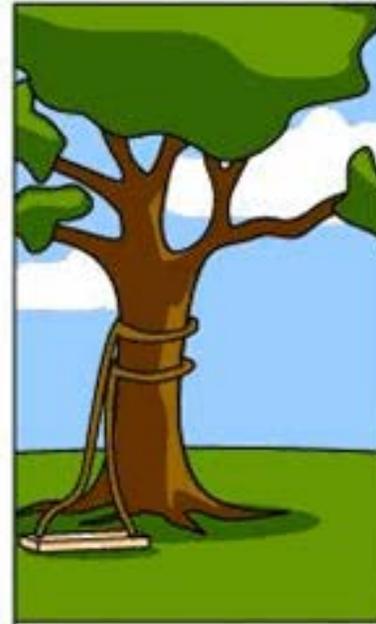
Comment le client l'a expliqué.



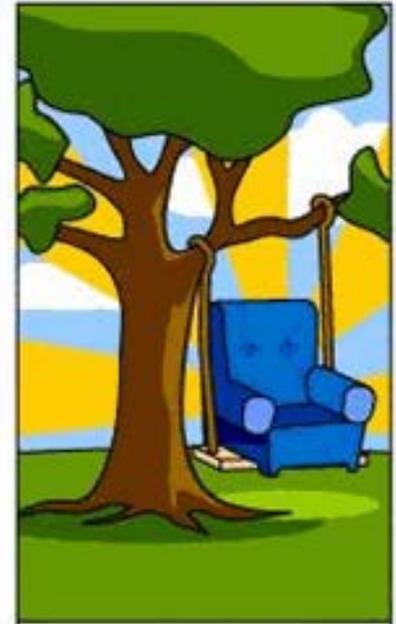
Comment le chef de projet l'a compris.



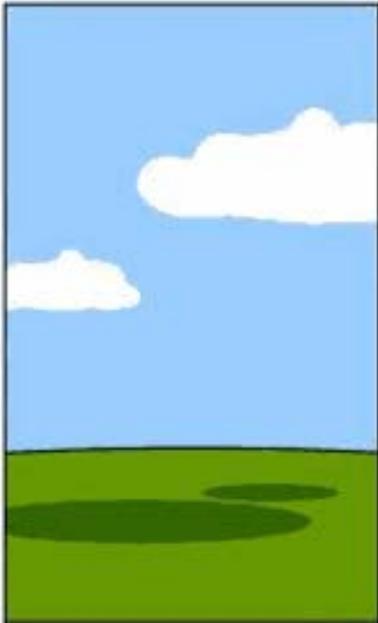
Comment l'analyste l'a conçu.



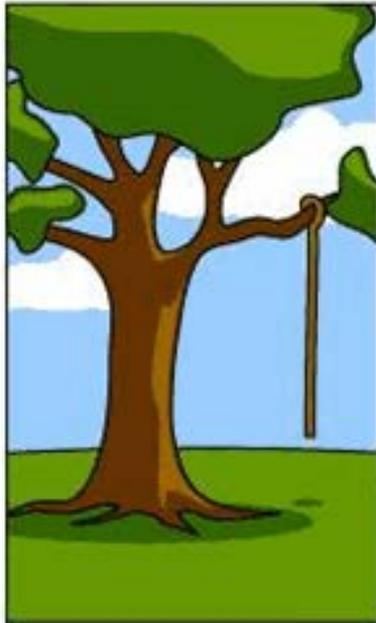
Comment le programmeur l'a codé.



Comment le consultant business l'a décrit.



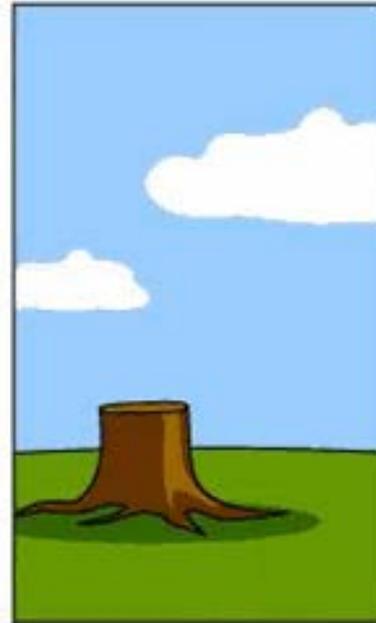
Comment le projet a été documenté.



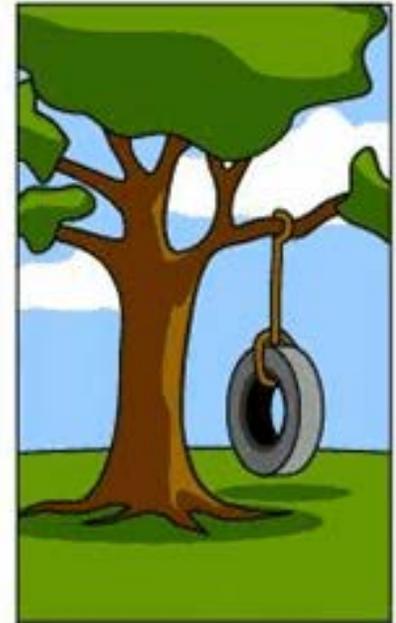
Ce que les opérationnels ont installé.



Comment le client a été facturé.



Comment le produit a été pris en charge.



Ce dont le client avait réellement besoin.

FOR WHOM?

- Employee
- Manager | Director | VP
- CEO
- Professional
- Entrepreneur
- Committee Member, NPO
- Student
- Retired...



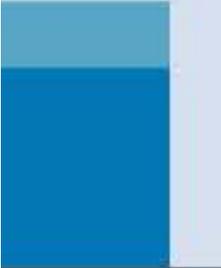
WHEN?

- Promotion
- Career change
- Interview
- Opportunities (job, committee member)
- Restructuring | acquisition | merger
- ...

TAKE ACTION?

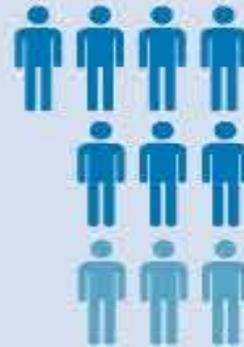


BUSINESSES



79%

of **marketers** see it as a **very good source** of leads.



7 out of **10**

professionals describe it as a **trustworthy** source of **professional content**.



50%

of **B2B buyers** use it when **making purchasing** decisions.



80%

of their social media **leads come from LinkedIn**, say **B2B marketers**.

- **TRAINING**

Create Your Professional Identity (10 people)

- **COACHING** in **BRANDING**

- **Me inc. PROFILE**



Laurence Levy

Laurence Levy is a professional with extensive experience in the field of business development and strategic planning. She has worked for several leading organizations, where she has consistently demonstrated her ability to drive growth and innovation. Her expertise spans across various industries, and she is known for her collaborative approach and strong communication skills.

During her tenure at [Company Name], Laurence led a team of professionals, successfully launching several new initiatives that resulted in significant revenue growth. She is a frequent speaker at industry conferences and has been recognized for her contributions to the field. Her leadership style is characterized by transparency, accountability, and a commitment to the success of her team and organization.



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**Daniel Minier,
MD FRCPC**

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MD FRCPC**



Leading the Charge
With a focus on
patient safety and
quality of care,
Minier is a
leader in his
field.

Dr. Daniel Minier is a board-certified physician in the field of internal medicine. He has been practicing medicine for over 15 years and has a strong track record of providing high-quality patient care. Dr. Minier is currently the Medical Director of the Internal Medicine Department at St. Michael's Hospital in Toronto, Ontario. He is also a member of the Royal College of Physicians and Surgeons in Canada (FRCPC) and the American College of Physicians (ACP). Dr. Minier is a frequent speaker at national and international medical conferences and has published numerous articles in medical journals. He is also a member of the Ontario Medical Association and the Canadian Medical Association. Dr. Minier is a dedicated professional who is committed to the highest standards of patient care and medical excellence.

TM

Clients

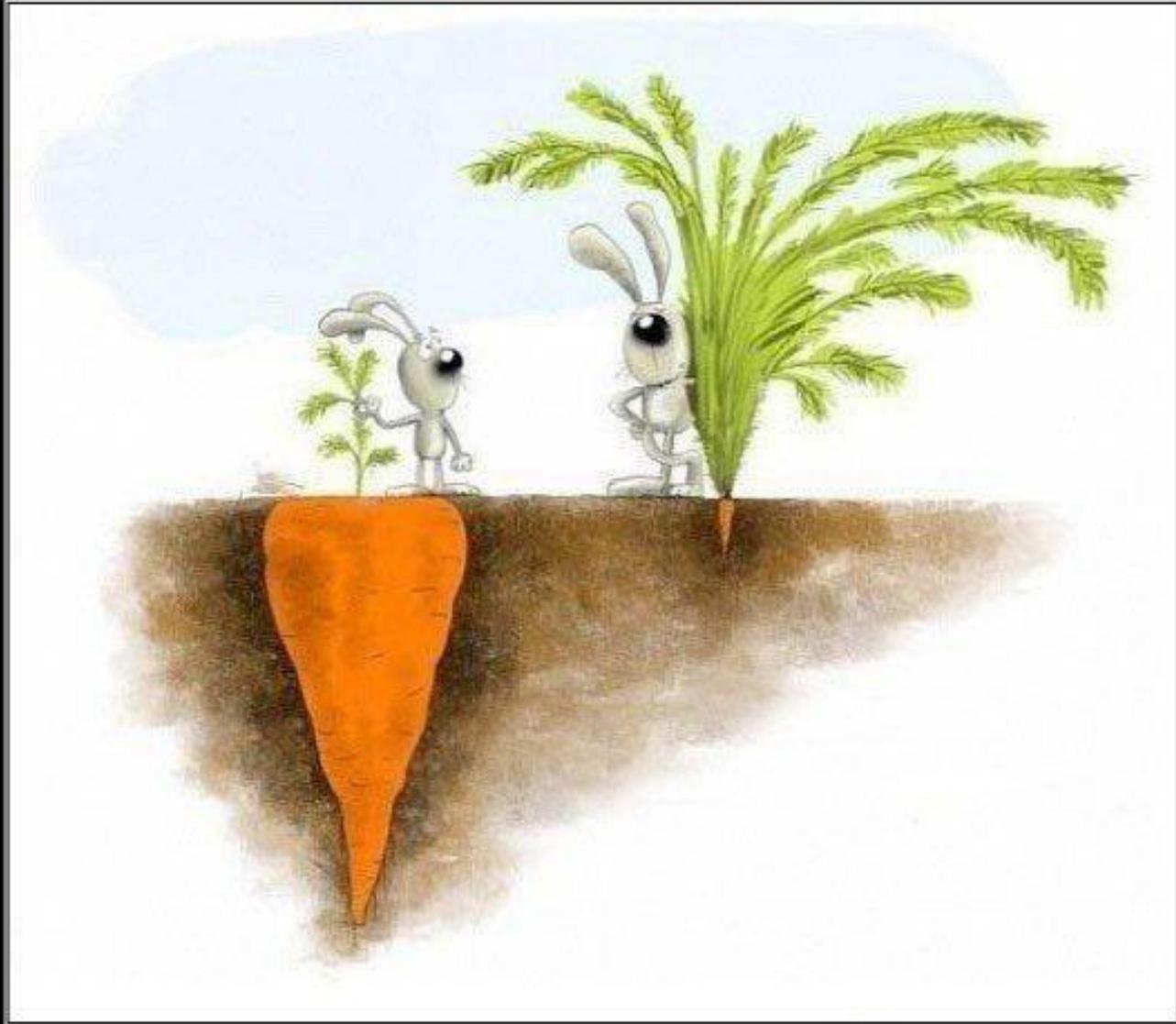
Entreprises
Associations
Agences
Firmes
Individus

Identité et positionnement
d'entreprises / d'individus
Facilitation / Entrevues
Coaching d'affaires
Formation



Biologiste
EMBA
Coach certifié
Formatrice agréée

TAKE TIME
CLEAR MESSAGE
STAND OUT



SUCCESS
it's not always what you see

AUDET

Branding Inc.

Identité | Positionnement

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