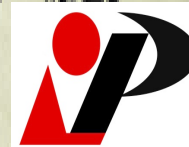


“The Knock ‘Em Alive Positively Powerful Strategies For Your Job Success!”

With Dr. Joel Martin
President. Triad West Inc.
Positively Powerful
Get you where you want to be...faster!
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Get The “Me”
Brand Awareness

MBA

The Positively Powerful Way

“Strategies for business and
personal branding that will get you where
you want to be...faster!”

By Dr. Joel P. Martin

Marketing and Communications Expert
International Trainer, Speaker & Coach
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YOUTH PRESENTATION FraserNet PowerNetworking Conference

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- I am a transformational expert, women's and youth advocate, speaker, and author. For more than 15 years, I have served hundreds of thousands of people just like you through my coaching, training, speaking, and consulting.



- As a result of working with me businesses, careers, relationships... lives are changed for the better. I love to get people where they want to be faster. I delight in making dreams come true.

- I'm the President of Triad West corporate training and consulting and Positively Powerful Transformational Events. We are headquartered in Scottsdale, Arizona. Our core competencies are diversity, transformative leadership, and tapping into and releasing personal and professional power.

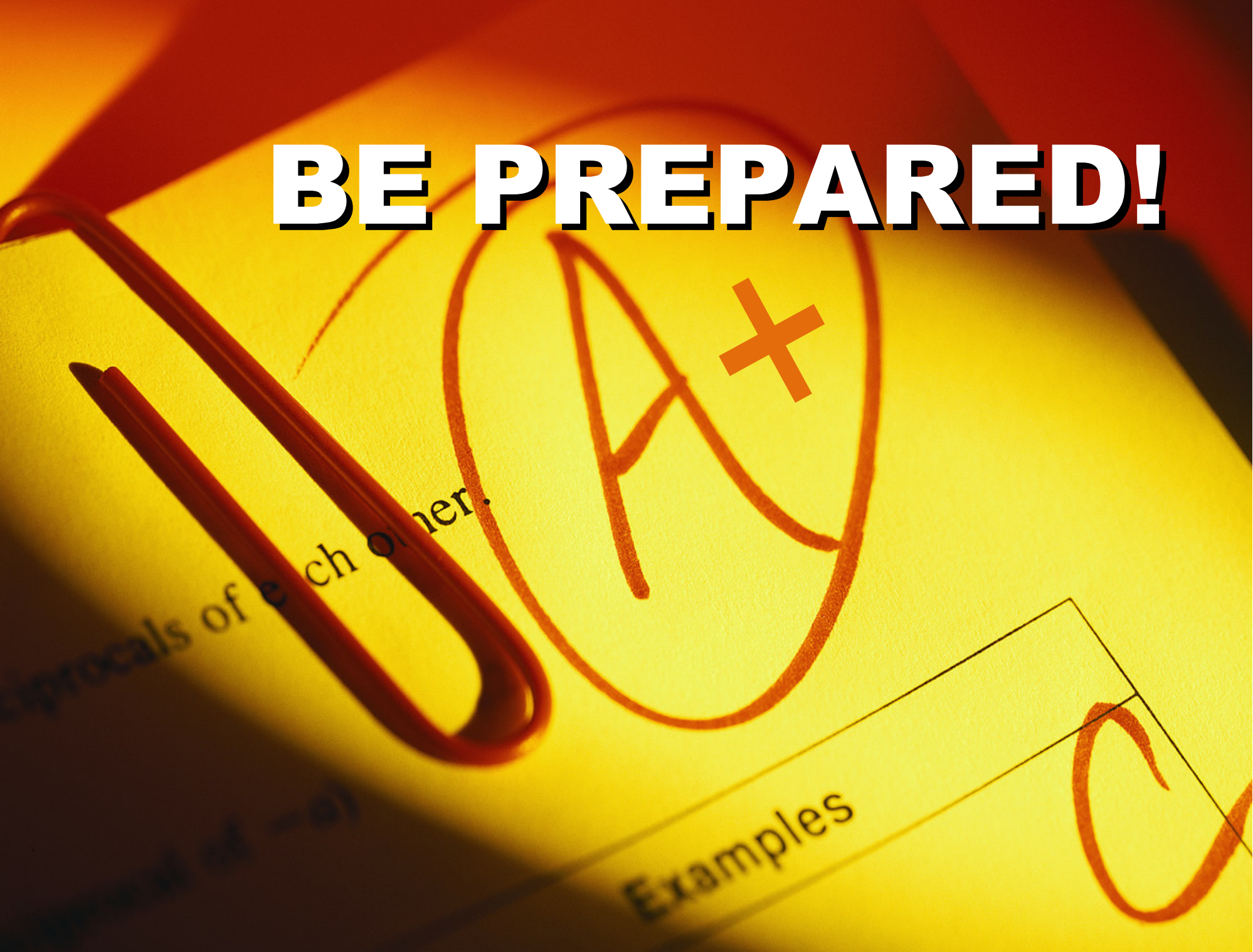


- My commitment to serving visionary leaders has taken me all over the world. Tell me about yourself

- There has never been a better time for Black youth to seize the time in today's job market.
- Companies are hungry to meet YOU and get to know YOU - the high-potential quality recruits that are ready and able to fill the brain drain for the 40% of the workforce that will soon retire.



BE PREPARED!

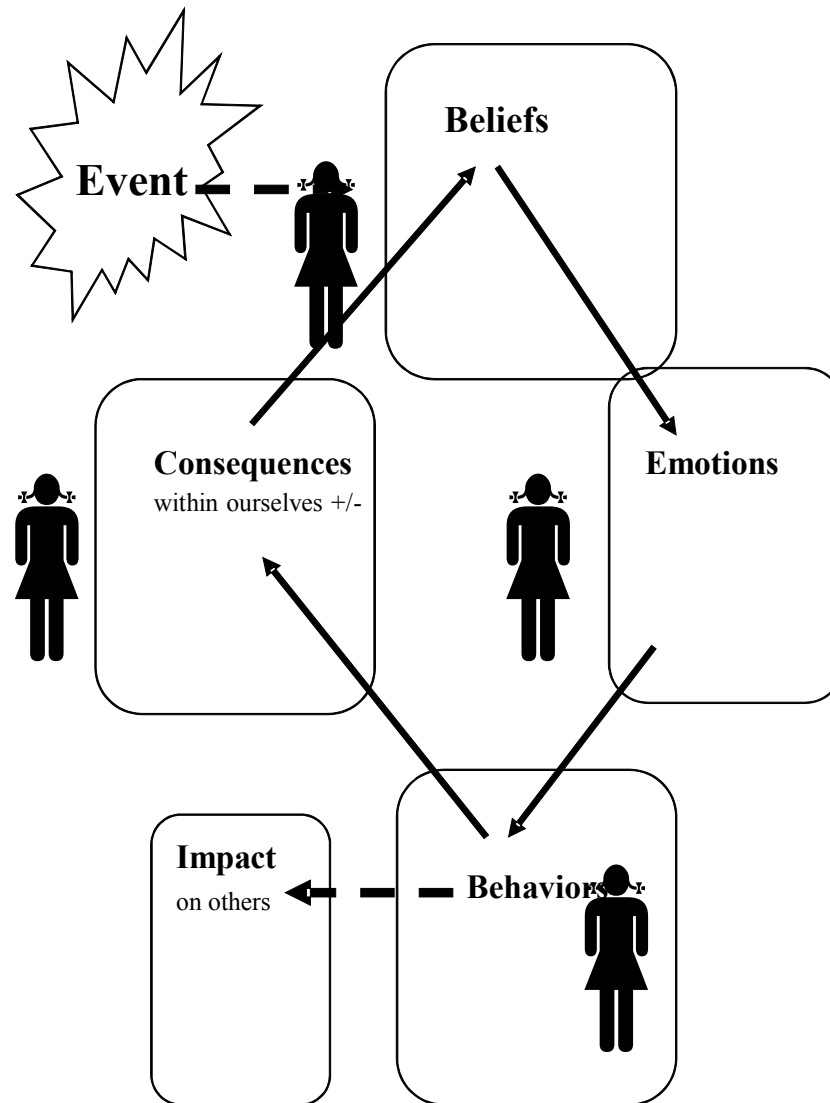


- **Who are you?**
- **What do you know?**
- **Who do you know?**
- **What are you known for?**
- **What matters to you?**

BE- DO-HAVE

- BE Empowering
- BE Transformational
- BE a Leader
- DO Express YOUR Magnificence
- HAVE the career you want.





You **empower** yourself and listeners when you change what you say from a negative spin to a positive one.



**HAVE TO or
CHOOSE TO?**

**What you say and how you say it
makes the difference.**

Strategies that reframe events begin with choosing to change:

1. Your attitude.
2. Your words.
3. Your interpretation.
4. Your body language
5. Your environment.
6. Remember: The sun will come up tomorrow.

Dr. Maya Angelou: People may forget what you said and people may forget what you did but they will never forget how you made them feel.

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Do you know the Dimensions of Diversity?

- **Personality** - dimensions such as introvert, extrovert
- **Internal Dimensions** - dimensions that we have little control over
- **External Dimensions**- those that we can impact or are influenced by culture, society, environment, etc.
- **Organizational Dimensions** those defined by the organization.



*Adapted from Loden and Rosener in
"Workforce in America".*

The Case of Understanding

- There are now four (4) generations in the workplace with different defining events that shape their beliefs, expectations, motivations, attitudes, and behaviors.
- An understanding of these generational differences can equip you to handle workplace situations with increased insight, greater trust and more effective interpersonal communications.

The Four Generations

- Traditionalists/Veterans
(Born 1922-1945)
- Baby Boomers
(Born 1946-1964) *The majority of Boomers are of retirement age or will be very soon!*
- Generation X
(Born 1965-1982)
- Millennials/Generation Y
(Born 1983-1997)

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Strategies you can use to turn contacts into jobs or contracts!

- Create good luck
- Be visible
- Get behind a winner
- Give personal service
- Solve problems
- Ask for referrals
- Write and speak
- Get awards
- Network and connect
- Create trust
- Be likeable
- Brand your style, graphics, dress
- Make a difference
- Act “as though”
- Learn more
- Use technology
- Value feedback
- Have stamina
- Be fearless, fabulous and bodacious

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“Me” Brand Awareness:

My brand is a reflection of the inner
and outer “me”.

**Your brand is what can be seen
and what cannot!**

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“Me” Brand Awareness:

I’m intentional in my apparel,
presentation
and style.

Do you look the part?

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“Me” Brand Awareness:

I protect my brand!

**Your brand is your work, word and
most valuable asset!**

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“Me” Brand Awareness:
I reframe.

**Choose to make your words and
actions empowering.**

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“Me” Brand Awareness:

I invest in my personal and professional development in wise and beneficial ways.

**What you learn
can impact what you earn!**

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“Me” Brand Awareness:

The story of your life is a gift to
your brand.

**Your authenticity and sincerity creates
a bridge from you to others.**

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“Me” Brand Awareness:

Your brand will be successful *only* when you make others' brands successful.

You make the difference!

Your career success will be a factor of:

Your Personal Brand

- Presence
- Demonstrated trust worthiness
- Core values
- Talents
- Ability to look and act the part
- Story
- Relationships
- Visibility
- THE FIVE QUESTIONS



Your career success will be a factor of:

Who you BE

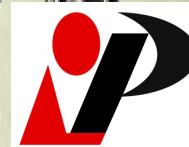
- Consistent repetition
- Reputation
- Trust worthiness
- **YOUR VISION**



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