

# POWER UP YOUR PERSONAL BRAND

14th October



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## Overview:

On October 14th we will be holding an online leadership event focusing on building and developing your personal brand.

This highly interactive briefing session is aimed at female leaders and aspiring leaders who are seeking to accelerate both their career and their personal development. This is a particularly timely event as we start to emerge from 18 months of working remotely!

We're delighted to now invite you and your team to join us for this new leadership session for aspiring leaders who are navigating today's complex business landscape.

## Topics:

During this event we will explore:

- What is a personal brand?
- Discovering your authentic leadership identity
- Understanding your strengths & reinforcing your goals
- Identifying your "shadow" and self-sabotage habits
- Communication tools to strengthen your brand
- Self-promotion – changing the mindset around self-promotion

*This session will assist in the cultivation or realignment of your personal brand to ensure the impression you are creating is the one you actually want to create!*

## About the speaker:

### Melanie Stanley, Personal Brand & Marketing Specialist - FirstWoman



Mel Stanley, **FirstWoman.**  
Personal Brand & Marketing specialist

Mel is a Personal Brand and Marketing specialist working exclusively with aspiring professional women who want a fulfilling, purposeful career. She has 25 years experience of Marketing and Brand building in large UK network agencies and blue-chip Corporates.

She secured her first Advertising Agency Board position aged 33 followed by a Non-Exec role with the UK Government before leaving her corporate career behind in September 2019.

Mel is an ardent supporter of female talent and gender equality. She believes that organisations have to widen the gate for more women to have the opportunity and be in a position to apply for senior roles as without more women leaders who are able to influence if not make decisions related to gender equality there will only ever be incremental change in current working practices and policy.

## About FirstWoman:

Through her Personal Brand Consultancy, FirstWoman Mel uses her many years of Brand and Marketing expertise and leadership experience to help other women overcome their barriers to progression by helping them to develop an authentic and consistent leadership brand that sells for them.

## About the sponsor:

An intelligent, insights-driven sales organisation, that helps healthcare companies optimise their brands. Star OUTiCO is the partner of choice for pharmaceutical and medical device companies. Their services are underpinned by insight, intelligence and technology.