COMMUNICATIONS WORKSHOP

## Tell Your Story Online (You Are Not a Brand)

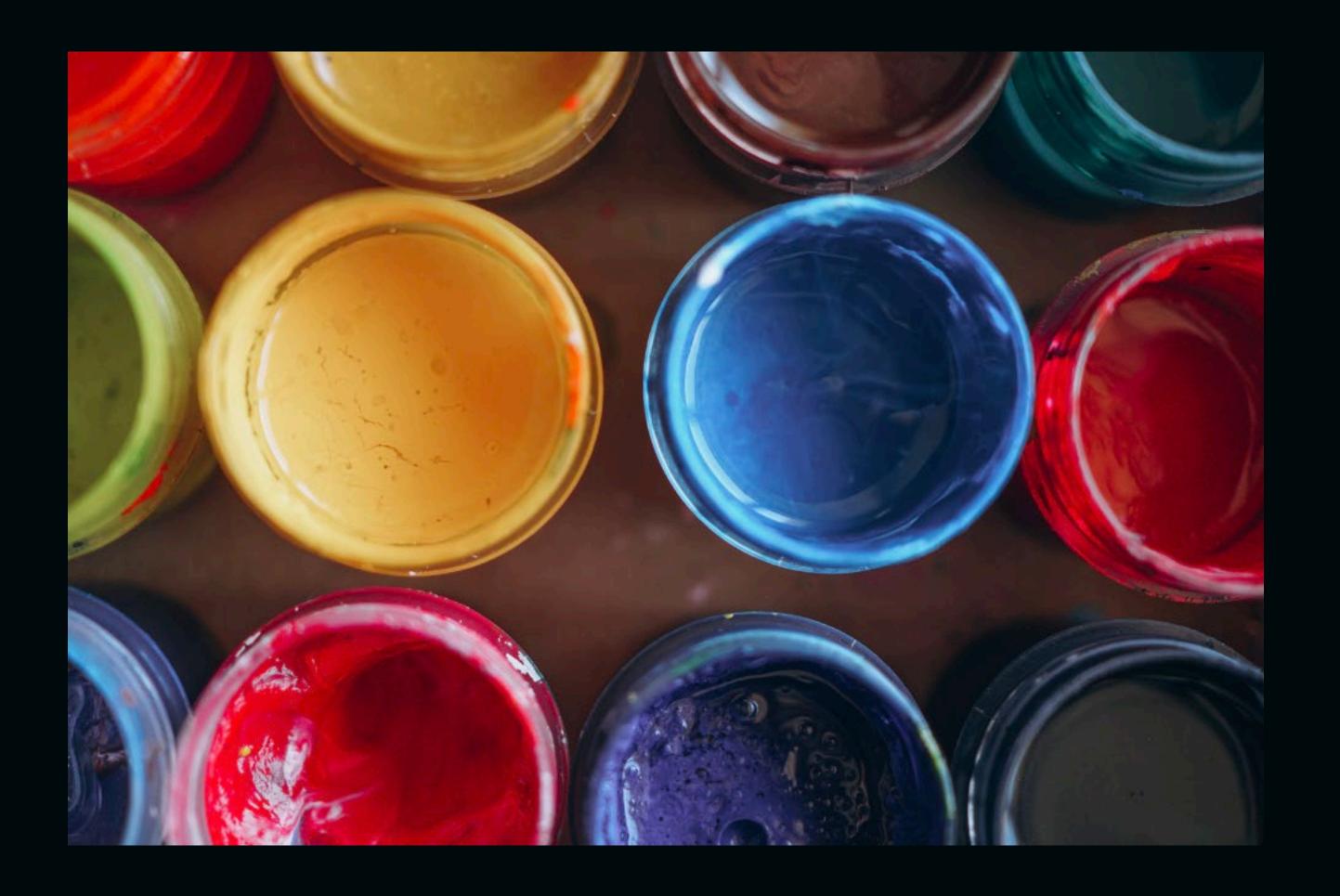
WITH AMANDA HIRSCH CEO, MIGHTY FORCES

MIGHTYFORCES.CO

Why is it important to have an online presence?

- Build trust > fuel leadership
- Have exponential impact
- Attract meaningful opportunities
- Reach beyond your bubble
- Get practice communicating your ideas

"What should I post?"





### 1. What are the obvious choices?

# 2. What opportunities do you covet?

#### 3. Oh, yeah: Your personality

## ...And your identity beyond work.

## 4. What values do you want to embody?

"...But what about my personal brand?"

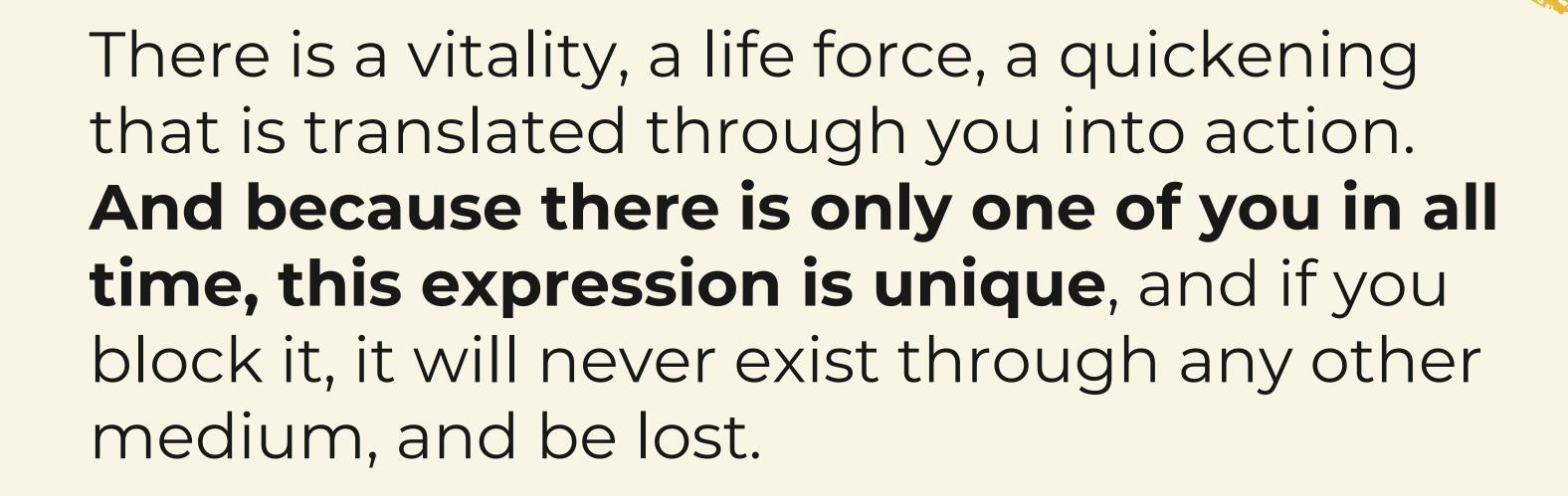
# Self-promotion Storytelling

#### Your personal tagline

## Do not obsess about your personal tagline

#### Dana's story

#### Your voice matters



MARTHA GRAHAM



MIGHTYFORCES.CO