

The WALT DISNEY Company

HEROES

★ WORK ★

HERE

Personal Branding:
Growing your post-military career
at Disney



**Personal Branding:
Growing your post-military career
at Disney**

Lida Citroën



LIDA360
Reputation is your greatest asset. Drive it!™



Reputation is your greatest asset. Drive it!™

2009

About Me...

LIDA360

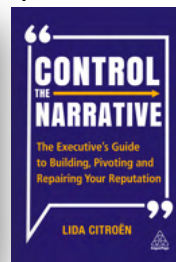
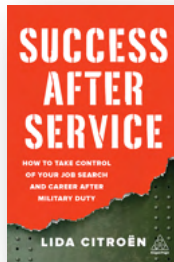


Reputation management and personal branding expert for global executives and military veterans.

Public speaker, author, consultant on reputation management and personal branding.

Author

Military.com and Entrepreneur.com



TEDx

Google

Entrepreneur

msnbc

THE HUFFINGTON POST

U.S. News & WORLD REPORT

Forbes

money watch CBS

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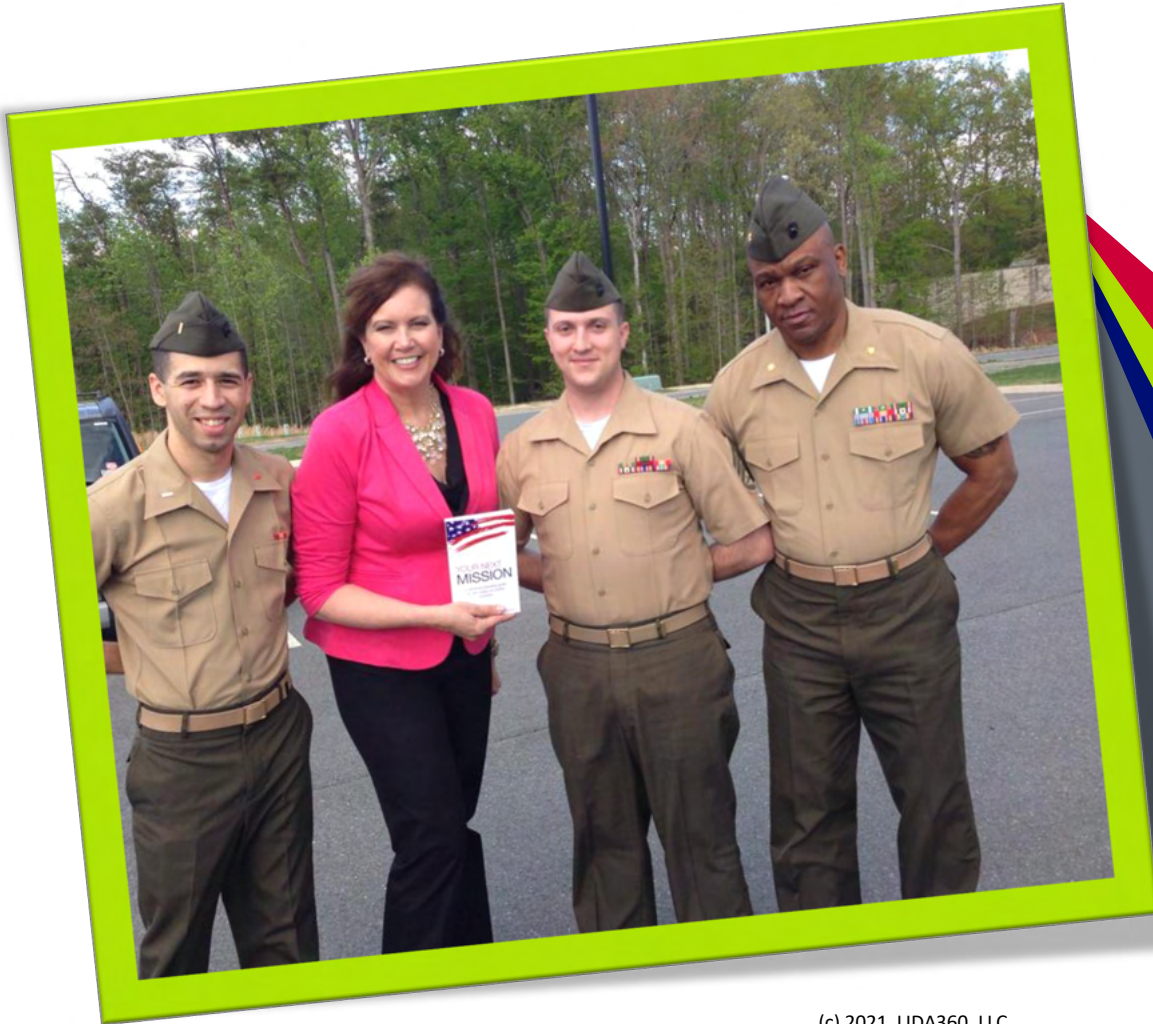
Your Truth

I vs. We

Career paths

Uniform

Choice



It's a great time to be a veteran at



Brand?



Personal Branding



Simple



Perception

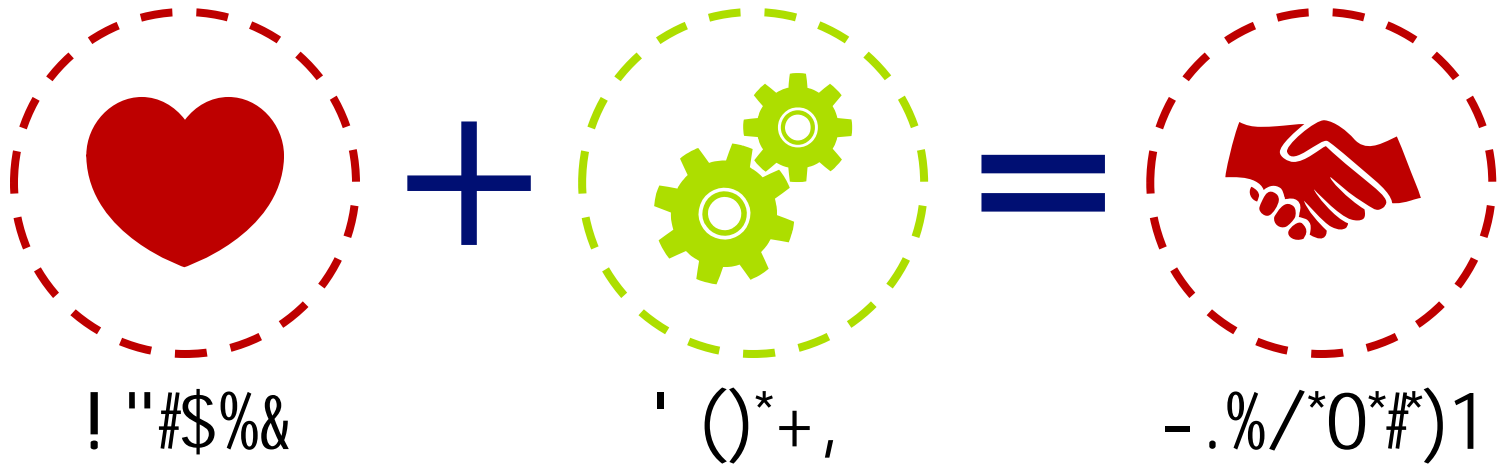


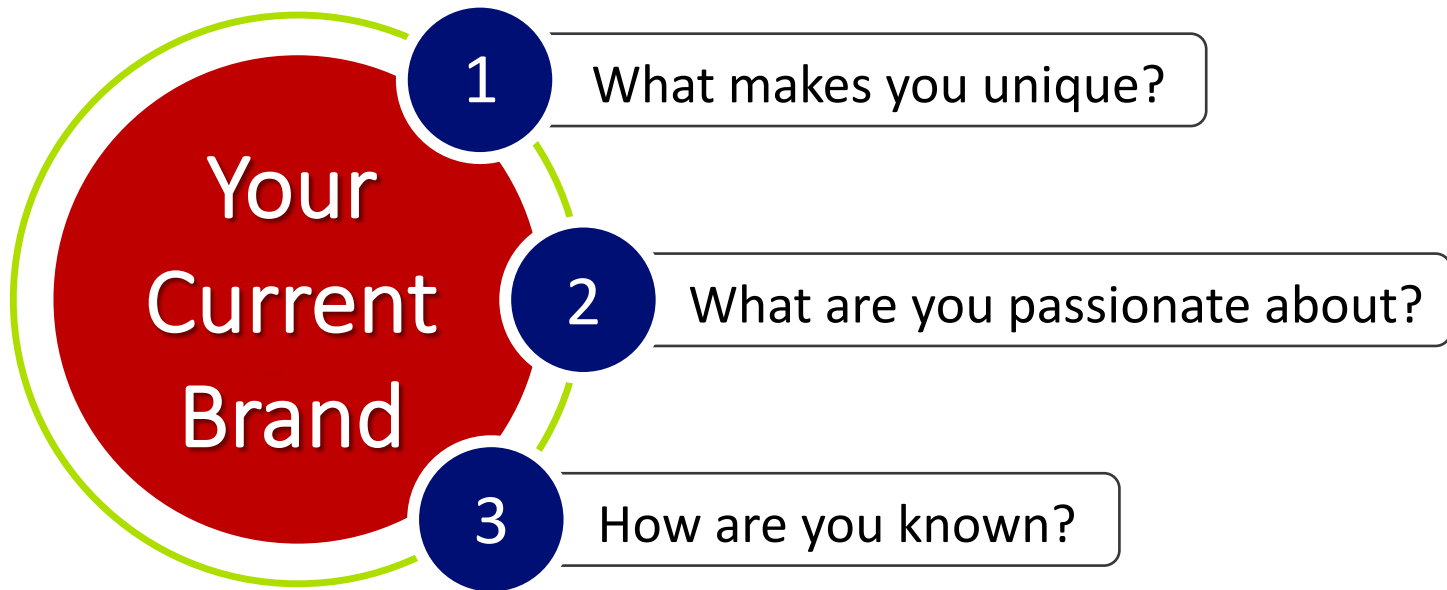
Not generic



Control

Formula for Credibility







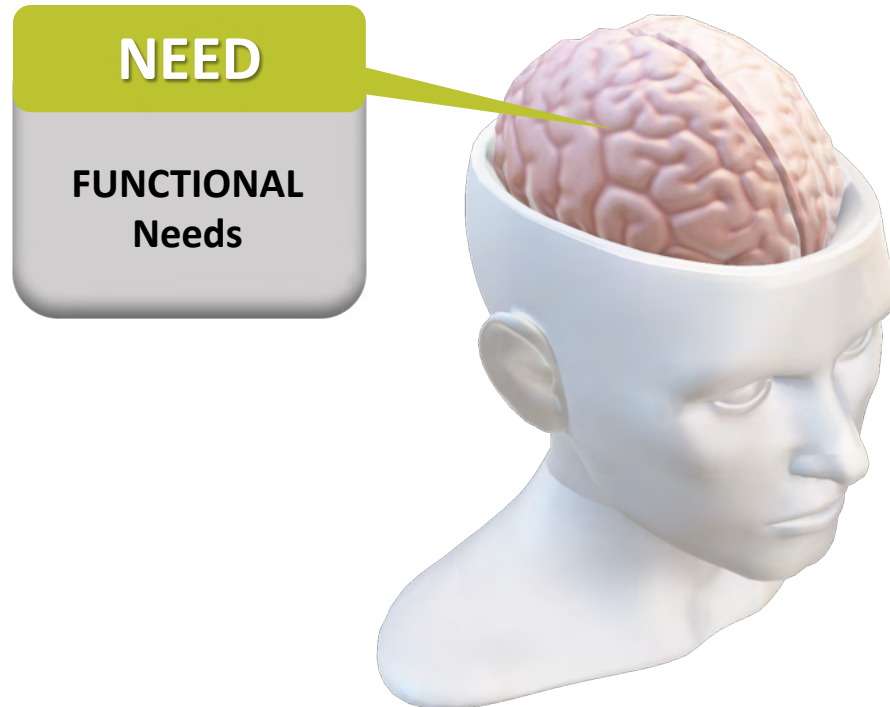
How do you want to be remembered?

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YOUR TARGET AUDIENCE







Feedback

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Perception = reality



What act on?



What ignore?



Agreement



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Roadblocks ? Opportunities ?

- Loyalty
- Stakeholders
- Mobility / promotions
- Mentors
- Self-promotion



Narrative



1

What you
tell
yourself

2

What you
tell others

3

What
others tell
others

What's your story?

Elevator Pitch

1

What do you do?

2

How do you do it differently?
“Why”?

3

Stories, anecdotes, examples to illustrate



A Good Elevator Pitch

Excitement

Concise

Interest in others

A Bad Elevator Pitch

Job description

Military jargon

War stories



Networking

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Networks are
relationships



Become other
focused



Your network with
support and advance you



Your Online Reputation

1

Authentic

2

Relationships

3

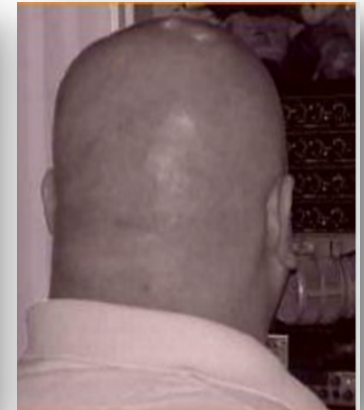
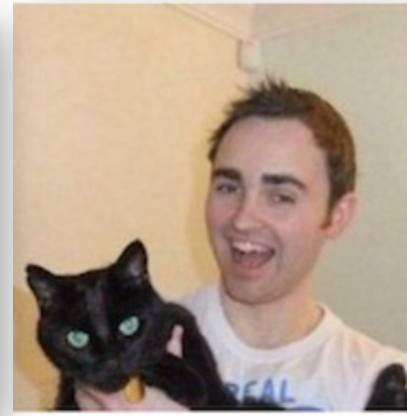
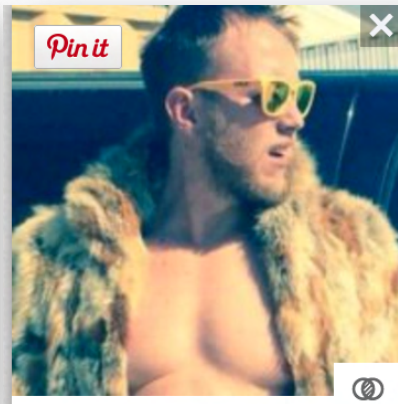
Focused

4

Nothing is private



Profile Picture







Lida Citroën · 1st 

Personal Branding & Reputation Management Expert |
Keynote Speaker & TEDx Speaker | LinkedIn Learning
Instructor | Executive Coach | Published Author

Englewood, Colorado, United States · [500+ connections](#) ·

[Contact info](#)



Coming May, 2021

LIDA360



Consultant
Speaker
Author

Featured In:
Inc.
MSNBC
Forbes
FORTUNE
Entrepreneur
Bloomberg

Message

More...

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Pomona College

About

Executive Brand Strategist • TEDx Speaker • Keynote & Trainer • Executive Coach • Author • LinkedIn Learning Instructor • Military Transition Specialist

"Everyone has a personal brand, by design or by default." – Reputation Management Expert, Lida Citroën

I'm obsessed with training executives, entrepreneurs, and professionals to be in control of how they appear to others. When you drive your personal reputation, your career, relationships, actions, and narrative clearly and confidently communicate your value.

PROPRIETARY TOOLS

My clients receive customized personal branding strategies. Their careers are transformed!

They become intentional about their:

- Digital Reputation (online capital)
- Value Proposition (their offer)
- Professional Narrative (how they describe themselves)
- Strategic Network (creating advocates & endorsers)
- Personal Style (wardrobe & image)
- Non-Verbal Communication (body language & tone)

KEYNOTES & PRESENTATIONS

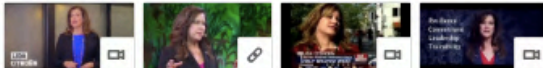
- Using a proprietary assessment tool, I help audiences take control and become more strategic about their career and reputation – online and offline.
- By creating their individual strategic marketing plans, audiences feel empowered and inspired to live differently.
- TEDx Talk "The Power of Gratitude and Generosity – Serving Those Who Have Served"

MILITARY TRANSITION FOCUS

Since 2009, I've leveraged my skills and passion to help military service members build their civilian careers:

- Author - "Your Next Mission: A personal branding guide for the military-to-civilian transition"
- Volunteer instructor, transition program, United States Air Force Academy
- Speaker at conferences, corporate events, on military installations
- Author at Military.com; Instructor/Collaborator with LinkedIn
- Volunteer mentor, Veterati.com; volunteer, Employer Support of the Guard and Reserves (ESGR)

Connect with me at LIDA360.com



Keywords

Image & Style

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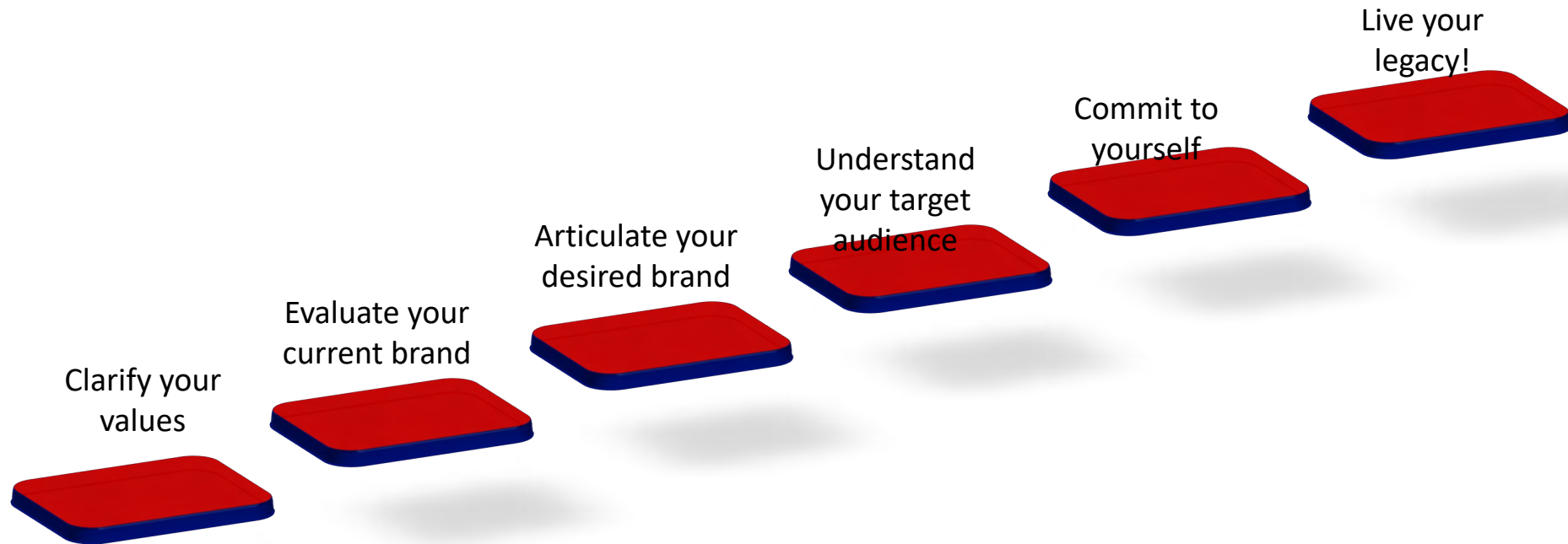


No uniform

Confidence

Respect

Next Steps





Lida Citroën, CEO



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LIDA360.com

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Reputation is your greatest asset. Drive it!™

