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

Lida Citroën
2009
About Me...

Reputation management and personal branding expert for global executives and military veterans.
Public speaker, author, consultant on reputation management and personal branding.
It’s a great time to be a veteran at The Walt Disney Company.
Brand?
Personal Branding

- Simple
- Perception
- Not generic
- Control
Formula for Credibility
1. What makes you unique?
2. What are you passionate about?
3. How are you known?
How do you want to be remembered?
EMOTIONAL Needs

REALLY NEED
Feedback

Perception = reality

What act on?

What ignore?

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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

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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

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A Good Elevator Pitch

- Excitement
- Concise
- Interest in others

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A Bad Elevator Pitch

Job description

Military jargon

War stories
Networking

Networks are relationships

Become other focused

Your network with support and advance you

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Your Online Reputation

1. Authentic
2. Relationships
3. Focused
4. Nothing is private
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, Veteran.com; volunteer, Employer Support of the Guard and Reserves (ESGR)

Connect with me at LIDA360.com

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Image & Style

No uniform  Confidence  Respect

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Next Steps

Clarify your values
Evaluate your current brand
Articulate your desired brand
Understand your target audience
Commit to yourself
Live your legacy!

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