

WHAT DO PEOPLE SAY WHEN YOU'RE **NOT** IN THE ROOM?

KACEE FENNELLY

Senior Social & PR Manager

TalkTalk

SKILLS +
EXPERIENCE



VISIBILITY





YOUR PERSONAL BRAND

01



BEING GOOD ISN'T ENOUGH IF
NO1 KNOWS YOU'RE GOOD

02



IT'S NOT A CAMPAIGN.
IT'S A LIFESTYLE.

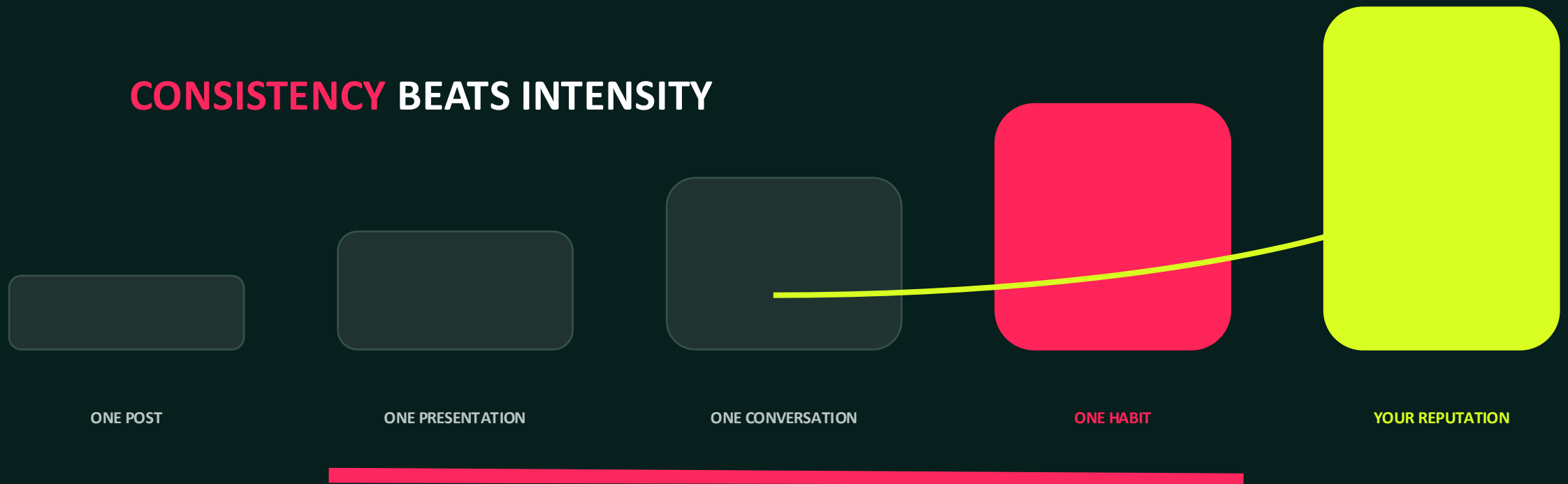


03



REPUTATION COMPOUNDS.

CONSISTENCY BEATS INTENSITY



WAS THAT SENIOR LEADER RIGHT?

*Being visible
without
substance is just
promotion*



*Being brilliant
without visibility
is a missed
opportunity*

THREE THINGS TO TAKE WITH YOU.

.1

**YOU ALREADY
HAVE ONE**

The question is whether
you're managing it.

.2

**VISIBILITY CREATES
OPPORTUNITY**

Your work earns credibility.
Visibility opens doors.

.3

**CONSISTENCY BUILDS
REPUTATION**

Personal branding is a habit,
not a campaign.

& FINALLY...

*If I called 3 of your colleagues and asked them
to **describe you**, would they all say ***roughly***
the same thing?*

THANK YOU.

