

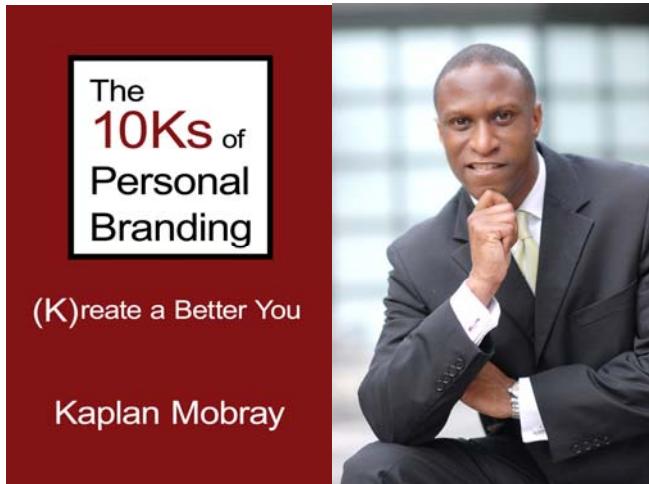
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About “The 10Ks of Personal Branding” by Kaplan Mobray



Ever wonder when you leave a room what people say about you? Think it would be consistent with who you think you are? Many people can probably name three accurate attributes about Nike or Apple, but not about themselves. At a time when many of us are soul searching and experiencing unprecedented change, “The 10Ks of Personal Branding” offers case studies and exercises to help people discover their personal brand - how they want the world to view them -- and, in turn, uncover their true purpose in life.

The author, Kaplan Mobray, who is a saxophone playing, salsa-dancing, diversity leader at Deloitte, brings the same electrifying energy from his speeches and workshops to this book to help people tap their authentic selves and to channel their passions into deeper meaning in all their personal and professional pursuits. Anyone can apply these simple but potent principles to live their brands and have better lives.

The 10Ks of Personal Branding™ by Kaplan Mobray

Know thyself

Know what you want to be known for

Know how to be consistent

Know how to accept failure as part of building your personal brand

Know how to communicate your personal brand attributes

Know how to create your own opportunities

Know and master the art of connection

Know that silence is not an option

Know your expectations, not your limitations

Know why you are doing what you are doing today and how it will shape where you are headed tomorrow

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