Who is she?

Motivator

Exasperated Extrovert

Inspiration supplier

Straight talker

Permission giver

Moderate risk-taker

Formidable action-taker

Edith Adam
@FrenchEdith
#lookthepart
Some of our clients:

- NCR
- InterContinental Hotels Group
- Tayside Contracts
- GrowBiz
- ICAS
- Essentials Plus
- Dundee City Council
- University of Dundee
- IRMS
- Aberdeenshire Council
- Carla Hanche
- Sole Body Soul

Transforming your people and your premises into your brand ambassadors
Rebranding the records manager

• Introductions & Objectives
• Super Heroes vs Records Managers
• What is personal branding?
• Define who you are
• Promoting yourself and your profession
• Your next steps
• Q&A
The dream - Super Heroes
The reality - Records Manager
What is Personal Branding?
Define who you are
Your online presence

Who do you say you are?
Your offline presence

Who do you show you are?
Promoting yourself and your profession
Invest in yourself
5 tips to power your brand

• Make it **distinctive** and **relevant** – It is about **YOU**
• Dress, behave and communicate with purpose in a manner which reflects your values
• Pay attention to the details – they do matter
• Lead by example online and offline
• **Be constant and consistent**

#lookthepart
I am the master of my fate
I am the captain of my soul

Choose who you are
Rebranding the records manager
Edith Adam
Professional and Personal Image Specialist

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