

CONNECTING AT THE CROSSROADS



INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.

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Grow Through Self-Branding

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Overview

- Self-assessment – where are you today?
- Action today!
- Self-direction and who you will be
- Continuous improvement



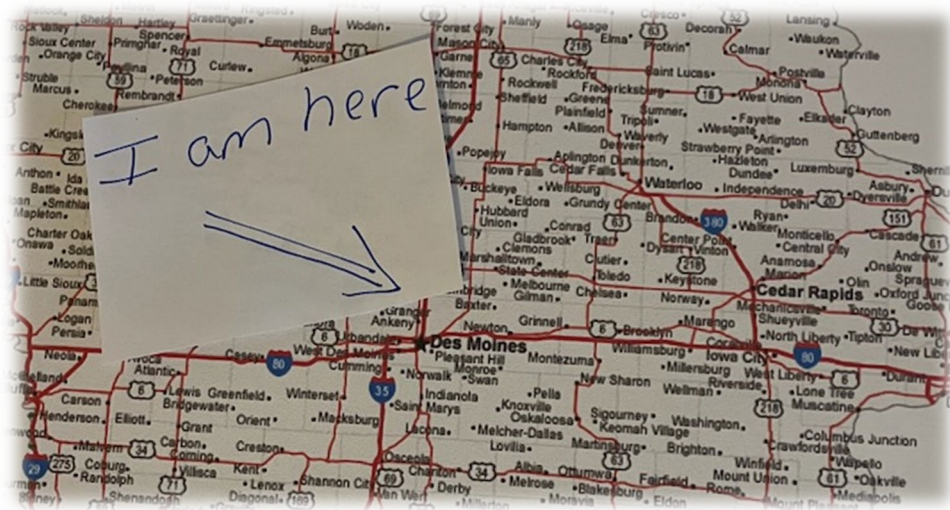
Self Assessment – Where are you today?

- WHO you are and WHERE you are
- Reflection
- Accepting who you are



WHO you are and WHERE you are

- Defining yourself
- Physical presence vs virtual presence
- Self-Care



Reflection

- How did you see yourself in the past?
- How do you see yourself today?
- How often do you reconsider?



Acceptance

- Give yourself license for being who you are
- What measurements are you using?
- Accepting who you are and where you are



Action today

- Seek out something new
- Go out of your comfort zone
- Share the journey



Seek out something new

- The past is important, so is the future
- What have you always wanted to try?
- What is holding you back?



Go out of your comfort zone

- What's on the other side of the door?
- It's okay to be afraid
- Any box limits you



“He who has overcome his fears will truly be free.”

Aristotle

Share the journey

- Don't go alone
- Seek out supporters
- Teams are more successful



Self-direction and who you will be

- Discover, embrace and be your true brand
- Self-promotion isn't bad
- Elevator pitch



Discover, embrace and be your true brand

- Being authentic
- Being approachable
- Sharing the spotlight



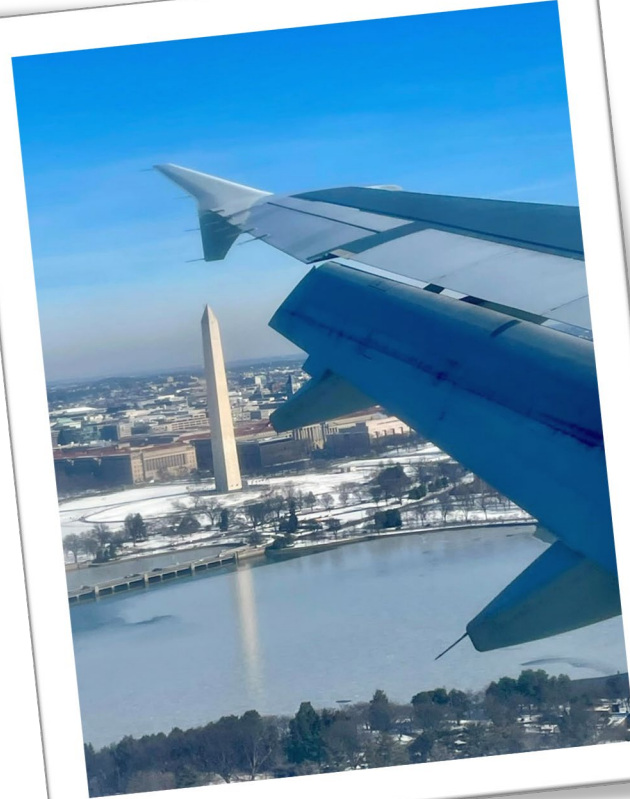
Self-promotion isn't bad

- “It ain’t bragging if you done it!”
- If you don’t tell people, no one will
- Does your boss know who you are?



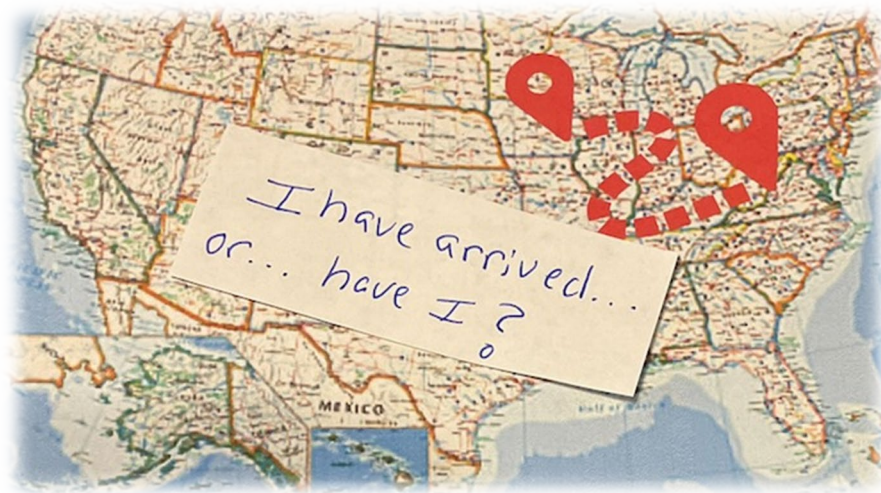
Elevator Pitch

- Maybe a seatmate on a plane
- Where else do you meet people?
- Capture attention



Continuous improvement

- Not a “one and done”
- Adjust methods and tools
- Perfect is the enemy of good



**YOU ARE
YOUR BRAND**

Questions?

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