

Your Career – Establish and build your personal brand

Recorded: 9 August 2023 | 1 hour 2 minutes
2023/2024 CPD year

Overview

This session is designed for junior lawyers who are eager to establish a strong personal brand that sets them apart in the legal profession. Whether you're a recent graduate or have a few years of experience, this session will equip you with the knowledge and tools to build a powerful brand foundation for your career journey.

1 CPD Points



Program

62mins

Developing your personal brand



Are you a junior lawyer looking to make a lasting impact in the legal profession? Join us for an enlightening 1-hour livestream that will guide you on the path to establishing a powerful personal brand throughout your legal career.

Unleashing Your Brand Potential: Discover the keys to crafting a compelling personal brand that reflects your unique strengths, values, and aspirations. Learn how to align your brand with your career goals for maximum impact.

Building Blocks of Branding: Understand the foundational elements that contribute to a successful personal brand. From defining your professional purpose to communicating your value proposition, explore the essential building blocks for establishing an influential brand presence.

Strategies for Brand Differentiation: Learn how to differentiate yourself from the competition and stand out in a crowded legal marketplace. Explore innovative approaches to showcasing your expertise, leveraging your strengths, and creating a distinct brand identity that captivates clients and colleagues alike.

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Presenters: **Denise Marshall**, Legal Workplace & Culture Consultant, Queensland Law Society

Jesse Hill, Legal Professional Development Executive, Queensland Law Society

Georgina Peereboom, Queensland Law Society Future Leaders Committee, Queensland Law Society