

# NEW YEAR, NEW YOU

## PERSONAL BRANDING



One of the biggest buzzwords today is “personal branding”, but what does it mean exactly, and how can you use it in a practical way to meet your specific career goals? Personal branding is not for a select few who have a special story or quality. Personal branding is for everyone who desires to best demonstrate the value they can provide, both in the work world and outside of it. Contrary to popular belief, personal branding is not about logos, colors, or websites. And it’s much easier than you think!

**In this session, you’ll learn:** What personal branding is; how to use personal branding to get hired, get side gigs, start a business, or do just about anything else you want to do; the value of personal branding outside of your career; and, a practical, simple, 5-step system to starting your own personal brand completely from scratch.

Whether you already have a personal brand or you’re beginning from square one, you’ll gain inspiration and ideas. This fun, down-to-earth, and actionable session lies at the intersection of professional success and personal expression.

Anna Wickham is an entrepreneur, speaker, and career coach, helping people find and excel in a passionate, fulfilling career. She has spoken to audiences around the world on topics such as personal branding, marketing, and career success.

Anna has been bucking the system since she was old enough to. She has backpacked all over South America, Asia, and Europe, sold everything and moved to Asia (twice), started 2 fully remote businesses, and spends her time spreading the good news that you are meant to wake up excited everyday instead of defeated. She has been featured in Business Insider, BBC.com, Elite Daily, Thrive Global, and more. After traveling and exploring for nearly a decade, Anna returned to her hometown of Oklahoma City in 2016. She enjoys riding scooters in Midtown, trying new restaurants, and OKC home tours.

# NEW YEAR, NEW YOU

## YOU CAN TRUST ME: COMMUNICATING WHEN NO ONE CAN SEE YOUR FACE



Trust is essential to effective communication across your team and your stakeholders—but how can you communicate trust when no one can see your face? This engaging session will examine how the four cores of trust are impacted in a digital, global communication environment. Participants will be given the opportunity to immediately apply what they've learned to improve communication across their teams.

At the conclusion of this program, participants should be able to:

- Analyze how the four cores of trust are impacted when digital or virtual communication is employed.
- Apply specific tools and techniques to improve communication and convey trust even in digital and virtual settings.

Sara Gallagher is Vice President of Client Delivery for The Persimmon Group, an award-winning management consulting firm based in Tulsa. Traveling the globe, Sara engages audiences with her unique speaking style, blending evidence-based management insights with humorous storytelling. Sara draws from her own experiences in the fields of project management and organizational effectiveness to test what we think we know about leadership.

As a consultant, trainer and speaker, Sara specializes in helping organizations get better at executing their big ideas. Sara has helped organizations and teams of all sizes \_ from Fortune 500 corporations to small businesses \_ to deliver results. In her dynamic programs Sara explores the art and science of effective teams—including how to “unstick” common execution obstacles like stifled innovation, convoluted decision-making and chaotic communication.

Sara is a Project Management Professional (PMP®) and Professional Scrum Master (PSM I). Sara holds a BA from Emory University in Atlanta, GA, and has also studied at the American University in Cairo.

# NEW YEAR, NEW YOU

## NAKED NETWORKING



Welcome to NAKED NETWORKING, a new way to “expose” yourself to new business (and life) possibilities. Today’s competitive marketplace demands results and a powerful circle of influence can help you achieve your objectives. However, it’s easy to make excuses not to network or let yourself be fearful of the vulnerability-first attitude necessary to reach your goals. The easy-to-remember N.A.K.E.D. acronym explores this fear, how to overcome it, and how you can build and maintain professional networks to experience huge breakthroughs.

Explore how NAKED NETWORKING can help you shift your intention of getting ahead into real-world action. Get ready to interact with the Kari through real world success stories, in-presentation polls, and have some fun along the way with this high-energy presentation that’s guaranteed to leave an impression!

Kari Mirabal shares innovative career transition and networking strategies to help her audience leverage the power of authentic connections. Kari has coached individuals and teams in several Fortune 500 companies, has appeared on multiple television networks sharing her knowledge, and has even given a TEDx presentation in early 2018.

With her signature humor, bold approach, and unmistakable gumption, Kari keeps audiences engaged and encourages people to think differently. With decades of professional networking experience, and managing large teams, this former IT recruiter shares her many successes – and failures – to give audiences a new perspective on taking risks, connection innovations, and the power of positive thinking.

For audiences that are brave enough to accept the challenge, Kari gives them actionable tactics to employ in their daily life.