

CAPITALIZE ON
BRAND BUILDING:

SHOWCASING
YOUR VALUE

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Introduction

My Story

Capitalize on Your Brand

Document and Communicate Career Talents & Accomplishments

Thrive by Leveraging Your Skills & Strengths

Time to Have “That” Conversation | Be Ready

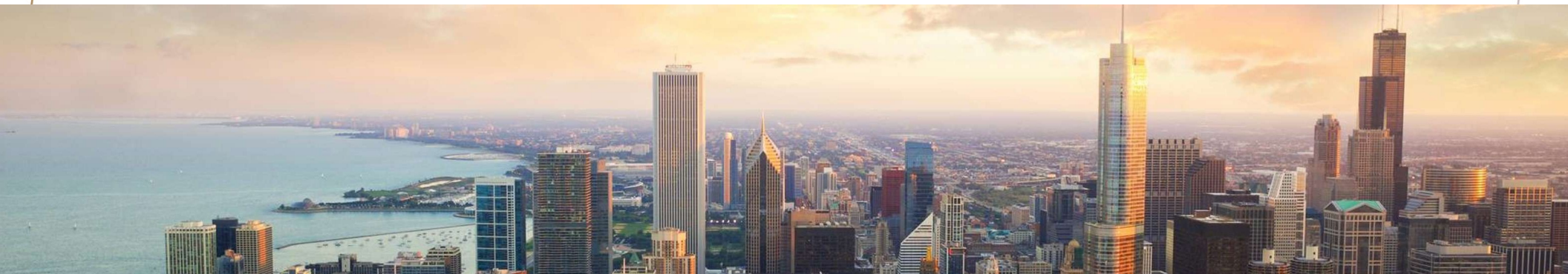
Next Steps

Q&A

Closing



THIS IS MY STORY



A large pink square is centered on a white background. Inside the pink square, the text "Let's Party Like It's 1999!" is written in a bold, white, sans-serif font. The text is arranged in four lines: "Let's", "Party", "Like It's", and "1999!". Several thin, light grey lines crisscross the background, creating a geometric pattern of triangles and quadrilaterals.

**Let's
Party
Like It's
1999!**

GEORGIA DEPARTMENT OF LABOR





*THE
GREAT
“RESET”*



CAPITALIZE ON YOUR BRAND

- Your brand speaks when you're not in the room. Make sure it's telling the story you want to tell.
- Your brand is represented by your strong value proposition.
- Your brand includes your unique selling points (USPs).
- Your brand is visible and key to your success.



DOCUMENT AND COMMUNICATE CAREER TALENTS & ACCOMPLISHMENTS

- Write your evidence-based story.
- Develop your career portfolio.
- Document your wins, case studies, and anecdotes for conversations.
- Alignment to the organization's priorities is important.



THRIVE BY LEVERAGING YOUR SKILLS & STRENGTHS

- Your transition may feel like a “reset,” but strengths are transferable currency.
- Up your skills game!
- Develop a strengths-first mindset.
- Have conversations with your peers and confidants!

*TIME TO HAVE
“THAT” CONVERSATION*



BE READY!

One-liner brand statement

Identify strategic partnerships

Showcase your value

- Organization – evidence-based story
- Leadership – career portfolio
- Team – anecdotes

Monetize Your Reputation

- [U.S. Bureau of Labor Statistics](#)
- [CareerOneStop](#)
- LinkedIn



MARCIA'S ONE-LINER BRAND STATEMENT

Transforming potential into performance with a confident, passionate, and action-oriented approach to organizational leadership and talent development.



MARCIA'S BRAND STATEMENT

“I want to be known for being
an approachable good listener who seeks to understand and will in turn,
with straightforward confidence, makes things happen decisively and
innovatively

so that I can deliver
world-class leadership development and learning opportunities to
talented and passionate colleagues around the world.”

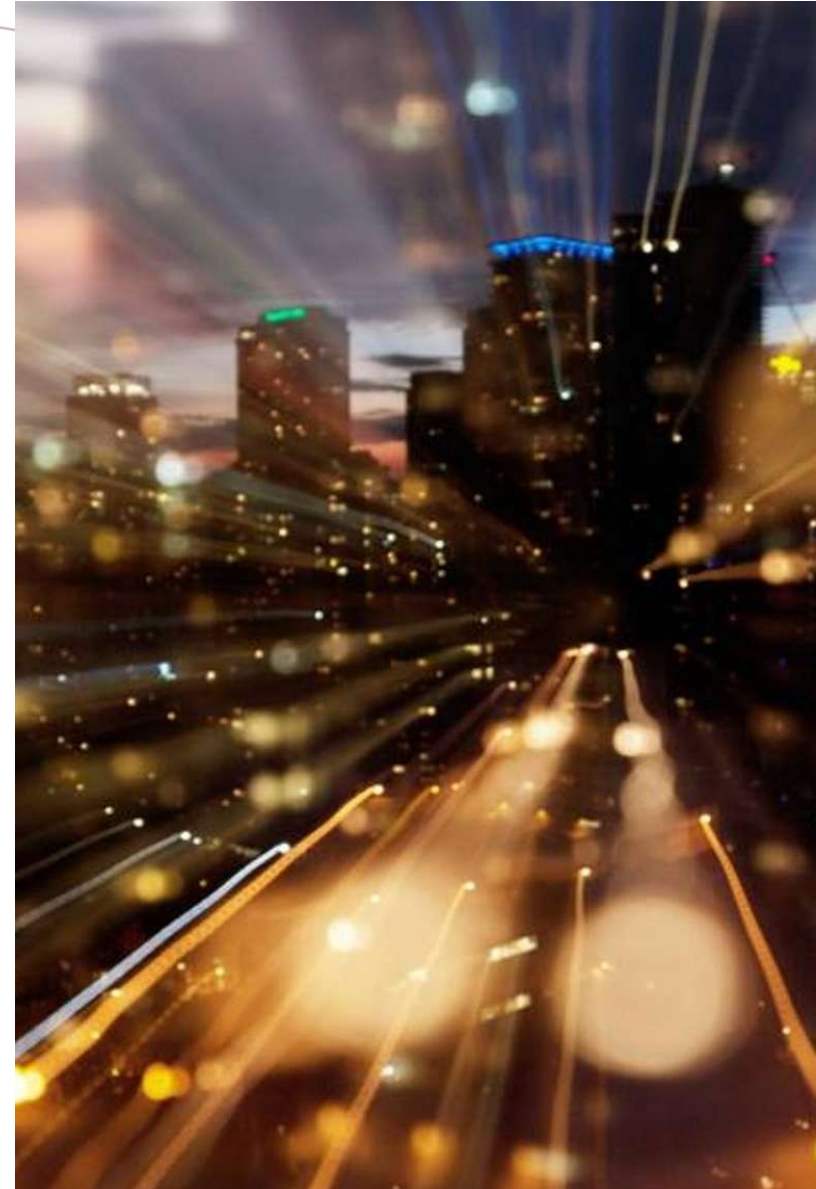
NEXT STEPS

Create your “repeatable by others” one-liner brand statement.

Leverage Your Networks.

Know your value.

Document your successes in a journal.



The background of the slide features several thin, light brown lines that intersect to form various geometric shapes, including triangles and quadrilaterals. These lines are positioned around the central text, creating a modern, minimalist aesthetic.

Your brand is your career's most valuable asset.

Invest in it, protect it, and let it work for you.





THANK YOU

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