

# Personal Branding REQUIRED!



It doesn't matter if you are big business or small business, employers that focus on helping their staff develop personal brands experience greater revenue and reputation benefits.



## Still not convinced ...

**7%  
MORE CONVERSIONS**  
from leads developed by the employee's social media activity



Companies that invest in employee personal branding find that those individuals are more likely to:

- 27% BE OPTIMISTIC OF FUTURE**
- 20% STAY LONGER**
- 40% BELIEVE COMPANY IS MORE COMPETITIVE**



**92%  
TRUST**  
recommendations from individuals over brands (even if they don't know the person)



Want to help your staff develop their brand and improve their networking?

Schedule Tiffany for a [Personal Branding and Networking Workshop](#). One full day of self-discovery, aligning values with the company and creating a networking plan. 480-861-6176 ■ [tiffany@learningontheloose.com](mailto:tiffany@learningontheloose.com)