Engineering Leadership & Innovation Institute at UCF
presents the
PERSONAL DEVELOPMENT WORKSHOP SERIES

Get Ready For Graduation

**Workshop:** Personal Branding
**Guest Speaker:** Cris Gladly
**Date:** Friday, February 14, 2014
**Time:** 11:30 a.m. - 12:30 p.m.
**Location:** Engineering 2, Room 102

In a sea of graduating engineering students, all with similar education and experience ...

**Do you have what it takes to truly**

*stand out*

*at an interview and be remembered?*

A tidy resume and technical know-how only get you so far. In today’s competitive market, you need to do more than 'qualify' for consideration.

**To compete, you have to be compelling.**

In this one-hour interactive workshop, you’ll **learn the one question you MUST be able to nail in the interview process** to discern yourself from the legion of equally qualified candidates who are all after the same job and want it just as badly as you do. We’ll cover the essential elements of Personal Branding (what it is, and what it definitely is NOT) and how to make sure your “brand message” is polished, purposeful and poised to help you stand out.

**GUEST SPEAKER**

Cris Gladly is a writer, blogger, and crack-ace brand strategist who spends her days **writing about the world** and **helping courageous brands** cultivate better audience relationships. She has a knack for quickly getting down to the heart of the matter, for conjuring crazy-smart solution strategies, and for finding the perfect word.

*Create, Innovate, Collaborate and Deliver World-Changing Solutions*