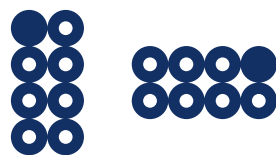


THE CONFIDENT PROFESSIONAL: HOW TO SHOW UP, STAND OUT, AND SUPPORT WITH STRENGTH

NOVEMBER 21, 2025
9:00 A.M. - 12:00 P.M.

ESC OF NORTHEAST OHIO
6393 OAK TREE BLVD.
INDEPENDENCE, OH 44131



YOUR PERSONAL BRAND SHAPES HOW OTHERS SEE YOU—WHETHER YOU’RE LEADING A TEAM, SUPPORTING STUDENTS, OR MANAGING OPERATIONS. THIS INTERACTIVE SESSION HELPS SCHOOL AND DISTRICT STAFF CLARIFY, COMMUNICATE, AND STRENGTHEN THEIR PROFESSIONAL IDENTITY.

WHAT YOU’LL LEARN:

- WHAT “PERSONAL BRAND” REALLY MEANS IN AN EDUCATIONAL SETTING
- HOW OTHERS ALREADY PERCEIVE YOUR BRAND—AND HOW TO SHAPE IT
- THE “I HELP [WHO] DO [WHAT] SO THEY CAN [RESULT]” FRAMEWORK
- COMMUNICATING CONFIDENCE THROUGH WORDS, TONE, AND BODY LANGUAGE
- EVERYDAY WAYS TO REINFORCE YOUR PROFESSIONAL IDENTITY (EMAIL, MEETINGS, CONFLICT MANAGEMENT)

HANDS-ON ACTIVITIES:

- QUICK SELF-ASSESSMENT & PERSONAL BRAND AUDIT
- PARTNER EXERCISE: CREATE YOUR PERSONAL VALUE STATEMENT
- ROLE PLAY: FROM UNSURE TO SELF-ASSURED
- OPTIONAL TAKEAWAY: PERSONAL BRANDING WORKSHEET



LISA HEBERT, FOUNDER AND OWNER OF LMH ADVISORS IS COMMITTED TO HELPING INDIVIDUALS DISCOVER THEIR GREATNESS AS THEY MOVE THROUGH CAREER TRANSITIONS. SHE PROVIDES STRATEGIC AND TACTICAL DIRECTION ON CAPABILITY ASSESSMENTS, RÉSUMÉS, LINKEDIN PROFILES, EXECUTIVE BIOS, INTERVIEWING, AND COMPENSATION NEGOTIATIONS.



**COST: \$35.00
PER PERSON**

**(PLEASE REGISTER
EARLY - SPACE IS
LIMITED)**



ONLINE REGISTRATION IS REQUIRED.
PLEASE VISIT
WWW.ESCNEO.ORG
PROFESSIONAL DEVELOPMENT
CALENDAR OF EVENTS

FOR PROGRAM AND REGISTRATION ASSISTANCE, PLEASE CONTACT
SHONTE.SMITH@ESCNEO.ORG