

Personal Brand Management in Benefits - CE Course Outline
Course Instructor: Christian Brayboy

30 Minutes – 2:00 pm – 2:30 PM

1. Branding and finding your voice in the benefits industry as an individual can become a challenge due lack of understanding how the acquisition and enrollment process align.
 - a) Branding: The First Part of Client Engagement
 - i. Overview: What is branding and how does it apply to this industry? How does it apply to my role?
 - ii. Get Strategic
 - iii. Define Purpose, Values and Brand
 - iv. Defining your audience

30 Minutes – 2:30 pm – 3:00 PM

2. Once you understand the benefit of branding, how do you create it within your environment?
 - b) Practical Application: How to make it work for you in this industry and defining what you want branding to do for you.
 - i. LinkedIn/Social Media
 - ii. Speaking
 - iii. Writing