



Catherine Kaputa: Brand Strategist, Speaker, Author

SelfBrand founder, Catherine Kaputa cut her teeth in branding and advertising in three of the most demanding and innovative environments: Madison Avenue, Wall Street and a top five business school. Now, Catherine shares those experiences with others. Catherine Kaputa is known for her compelling content and entertaining style, using storytelling, branding insight and humor in a keynote or workshop program tailored for each audience. Catherine's trademark keynote talks and workshops are:

Personal Branding:

- **You Are a Brand! Brand Yourself for Success**
- **Brand Ambassadors: Brand Yourself in Tandem with the Company Brand**
- **Social Selling and the 24K Virtual Brand**
- **The Art of the Pitch: Pitching Yourself and Your Ideas**
- **Story: The Secret of Great Business Speakers**

Women's Leadership

- **Women Who Brand: Creating More Female Leaders**

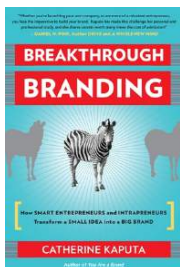
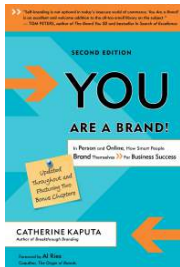
Business Branding

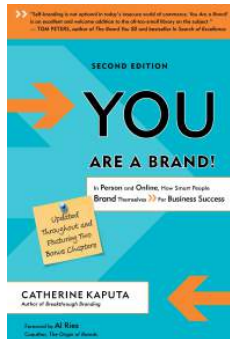
- **The Power of a Name: Brand Strategy and Naming**
- **Breakthrough Branding: Transforming a Small Idea Into a Big Brand**

Why Catherine Kaputa

Catherine Kaputa is a brand strategist, speaker, author and founder of SelfBrand, a New York City-based branding company www.selfbrand.com. From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa perfected her ability to market products, places, and companies. She studied brand strategy under Al Ries and Jack Trout. She led the award-winning "I Love NY" campaign and was SVP, Director of Advertising and Community Affairs at Citi Smith Barney, and she taught a branding course at New York University's Stern School of Business. She has been internally recognized as a leader in branding, ranked #22 among Top Global Gurus in branding 2014.

Catherine has written two award-winning and best-selling books, *You Are a Brand*, winner of the Ben Franklin Award for Best Career Book, and *Breakthrough Branding*, silver medal winner in the Book of the Year Awards 2012. Her new book, *Women Who Brand* is on female leadership. Catherine has spoken and done workshops at a wide range of companies including Google, PepsiCo, Microsoft, Intel, AT&T, Merck, Samsung, UBS, Unilever, Marsh, ADP, KeyBank, Whirlpool, BNP Paribas, Symphony IRI, Time Warner, Citi, Dow Jones and the U.S. State Department. She has been featured on NBC, ABC, MSNBC, The Wall Street Journal, The New York Times, Fortune, Fast Company, Wired and other media.



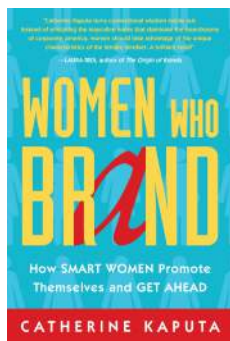


You Are a Brand! Brand Yourself for Success

Corporate icons, star athletes, and Hollywood celebrities all have what it takes to be in control and in demand — a unique brand. Personal branding can be subtle or grating, up-to-date or out-of-date, but if you don't participate, you will be left behind. After all, if you don't brand yourself, other people will. And no doubt, they won't brand you the way you want to be branded. Through vivid case study examples featuring executives and professionals, you will learn how to use the secrets of developing a strong, positive “career identity” for yourself, and you'll learn how to apply branding principles to your most important product — YOU.

In this program, you will learn:

- The multi-step branding process for personal career success
- How to take a more strategic approach to your career destiny by positioning Brand You so that you are perceived as a strong, confident leader
- How to rebrand yourself if you've been branded negatively
- Specific, actionable tactics to accomplish your goals that you can implement

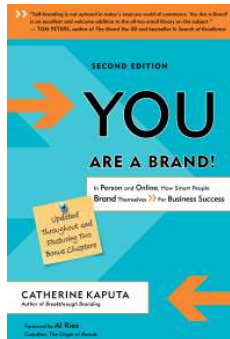


Social Selling and the 24 Karat Virtual Brand

Social media like LinkedIn is democratic and accessible to all, so it's easy to build your online identity. measure your online reputation and get useful intelligence about your customers and prospects. Top social sellers just don't use LinkedIn for a few minutes a day, it is an integral part of their sales process. They create a 24K virtual brand that conveys the unique value they bring to a business situation. This talk will introduce new research findings on social selling and how top sellers and leading companies use LinkedIn's social capabilities as a strategic resource to nurture existing client relationships and attract new customers. Social selling boosts the number of engagements and leads to increases in selling. Through vivid case-study examples, you'll learn how successful social sellers position themselves and engage clients and prospects with a steady steam of useful, different or surprising content.

In this talk, you will learn:

- The mindset of Social Sellers and how top Social Sellers use LinkedIn and other social media
- New research on social selling and how it can help your job performance
- How to own your value online through a powerful LinkedIn profile and using its networking capabilities
- Specific tactics to build strong relationships with existing clients and attract new prospects
- How top sellers, success-oriented employees and companies develop a steady stream of effective content

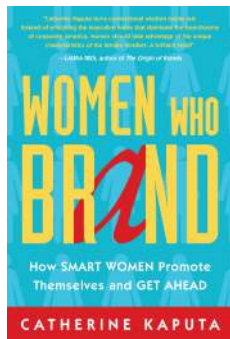


Brand Ambassadors: Build Your Personal Brand In Tandem with the Company Brand

Brand ambassador programs can be a win-win situation both for companies and individuals. It turns out what employees say is much more credible than what key executives say about a company's products according to a 2012 survey of over 30,000 people done by the Edelman Trust Barometer. Turning employees into brand ambassadors also increases employee engagement. Being a brand ambassador is also valuable for employees. Today, it's particularly important to develop an online brand. Smart brand ambassadors use LinkedIn to build their online career identity and they use online tools to measure online reputation in addition to their posts and tweets as brand ambassadors. Through vivid case study examples and principles, you'll learn how successful brand ambassadors brand themselves as trusted advisors and engage others with their content.

In this talk, you'll learn:

- Brand ambassador programs that have been successful and why
- The mindset of top brand ambassadors and how they build a personal brand in tandem with the work they do as brand ambassadors
- How being a brand ambassador can boost your career success and company success
- How to own your value online through a powerful LinkedIn profile
- How to develop a steady stream of effective content efficiently

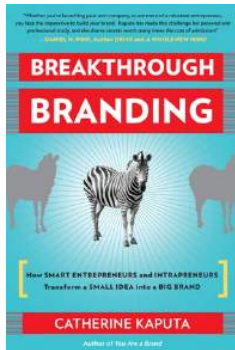


The Art of the Pitch: Selling Yourself and Your Ideas

Being able to pitch yourself or your ideas well is critical in business. Yet many people are poor presenters. This talk focuses on techniques from the Madison Avenue playbook such as naming your ideas, framing, story and other winning tactics. This talk will show you how to master the art of the pitch both in person and online, and give you tools for making memorable, persuasive pitches, whether you are pitching yourself for a stretch assignment or when you're presenting your ideas and recommendations in a meeting.

In this talk, you will learn:

- How to Develop a powerful Elevator Speech
- Effective pitching strategies such as the question pitch, the one-sentence pitch, the self-deprecating pitch
- How to create an effective Linked-In Profile
- How to use story in business pitches

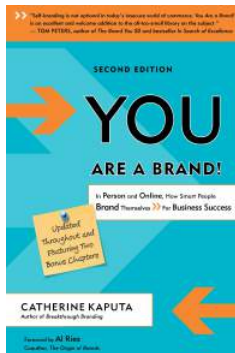


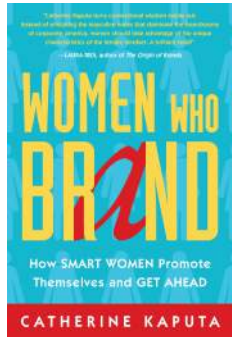
Story: The Secret of Great Business Speakers

Many of us never took a course in public speaking, yet the ability to pitch ourselves, our ideas and our company's products and services, and persuade others impacts us every day in business. Strong leaders are good speakers. They know how to talk to be heard and remembered. They know how to influence others by the way they make their recommendations and frame their ideas. Great business presenters know how to use the power of story, names, and metaphors to inspire, persuade, and influence others. Story can be powerful in business because when people know your story, you stand for something. Story adds meaning to the facts, titles and accomplishments of your career. Story is very effective in selling in your ideas and recommendations, too. It's easier for people to remember things told in a narrative format rather than a list. Plus story begs involvement and that leads to persuasion. This talk will show you how to be a more effective public speaker by using familiar story prototypes.

In this talk you will learn powerful story formats to use in business such as:

- The Quest story
- Stranger in a Strange Land
- The Love Story
- David and Goliath



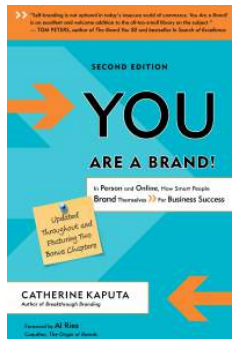


Women Who Brand: Creating More Female Leaders

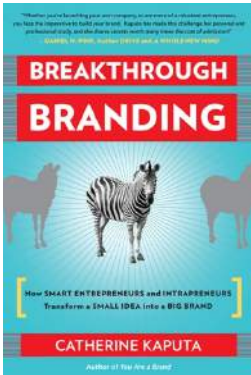
Men don't leave their gender-based advantages at the door when they go to work. Neither should women. This talk will introduce new findings in gender research on female aptitudes, along with new insights into why it can be different for women in business. You'll learn how to harness all your assets to build a successful career identity that's authentic, focused, and relevant. This talk will show you how with vivid principles and case study examples featuring women professionals.

The talk will cover:

- Female aptitudes and strengths that can be leveraged in business: empathy, social perception, verbal agility, people orientation, relationship-building, and visual identity.
- The female leadership style and why it's an asset in the 21st century workplace
- How women can be perceived in business and how to be more effective
- Things women do that undermine their leadership, such as failing to speak up in meetings, using mitigated language, being too self-critical and other self-limiting behaviors



Personal Branding talks can also be customized for a female audience emphasizing case studies and principles important for women's leadership

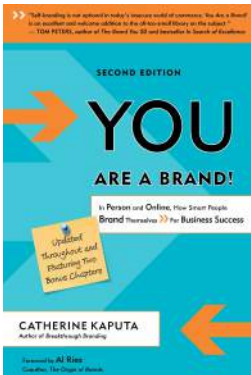


Breakthrough Branding: Transforming a Small Idea Into a Big Brand

The way you position an idea or product to appeal to your target audience and to distinguish your brand from competitors is a very important strategic and creative decision. In positioning your brand, idea or service, you need to find the best competitive angle so that your brand is clearly different from competitors and offers a unique, relevant brand promise to customers. There are two big motivators in branding: You can appeal to benefits and consequences (if you use this brand, you'll get better performance; if you don't, you'll have problems). Or you can appeal to identity - appealing to the dreams and aspirations of people. The workshop will introduce 10 positioning strategies that take advantage of these motivators and are commonly used by marketers in brand-building.

In this program you will learn:

- 10 positioning strategies commonly used by marketers and why they work
- How to analyze your brand and competitors to find the best positioning strategy



The Power of a Name: Naming Strategies of Breakthrough Brands

You have a vision for your business idea but first you must name it. The name is your first and most important strategic and creative decision. In many ways, the brand is the name. It's the first impression others have of your brand. So you need to come up with a powerful name that tells a story and connects with customers. What makes a name great? Great brand names tend to follow certain principles: they're different, sound good, easy to remember, convey meaning and are short and easy to spell. Today, finding a name that you can own on the internet is especially difficult, but there are secret techniques to do that, too.

In this talk, you will learn:

- The principles behind great brand names and why they work
- How to come up with a name that is good and you can own on the Internet
- The stories behind great brand names