



Women in Medicine and Science Advisory Committee

The **WSU SOM Women in Medicine & Science Group**

welcomes **all** members of our community to join us for a Special Interactive Discussion

May 20, 2019 from 12:00 PM to 1:00 PM

Margherio Conference Center

Light lunch will be provided

“Brand You: Creating Your Authentic Personal Brand”



DEVELOP YOUR BRAND

- What is your unique personal brand?
- How well does what you intend match how others experience you?
- And, most important, is your brand authentic and is it getting you the results you want?

This session will explore these questions and:

- Define authentic personal branding and why it matters
- Identify the core elements of an authentic personal brand
- Provide strategies & tools to create and protect your authentic personal brand

Presented by:

Debra F. Williams, Associate Vice President and Chief Human Resources Officer for WSU



Debra Williams is a catalyst who influences transformation. She partners with boards, C-suite executives and leaders to align customer and employee experience to achieve sustainable business results. She also is a certified professional coach providing executive, leadership and business coaching to leaders across a wide range of industries. Her diverse career includes human resources and operations executive leadership and consulting roles in a broad range of industries and types of companies. Williams earned her Master of Business Administration from Lawrence Technological University, where she also taught in the College of Graduate Management, and a Bachelor of Arts in journalism from Wayne State University. She is a published author, and frequent lecturer, presenter and keynote speaker.

Who Should Attend:

Basic Science and Clinical Faculty, Staff & Trainees