



How to Avoid the Guillotine And Other PR Tips for Boosting Your Career

Leigh Woisard/Speaker/Personal Branding
linkedIn.com/in/Woisard
Lwoisard@icloud.com

PROMOTING EXCELLENCE IN GOVERNMENT







Thinking Like a PR Person:

Take Control of Our Career Narrative

- Create a Clear Impression of Our Value
- Ready for Career Opportunity





Telling Our Story, Self Promotion and the lck Factor



PR Tip #1: Be Known for Something

What's Your One Thing?





"EAT FRESH" Subway

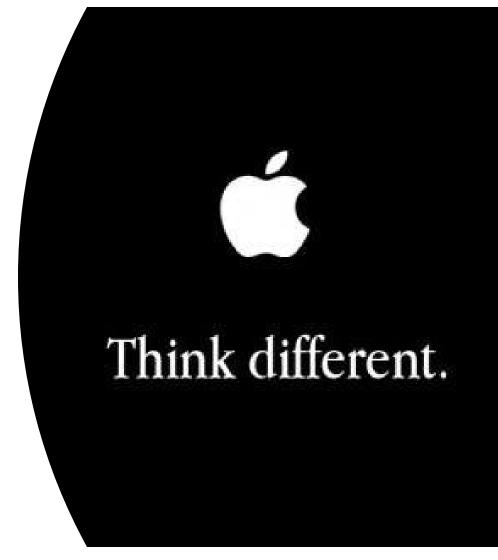






"THINK DIFFERENT"

Apple



"THE HAPPIEST PLACE ON EARTH"

Disney Parks



What's Your One Thing?





PR Tip #2: Tell It & Sell It

Every Decision Promotes or Dilutes Your One Thing



How to Tell & Sell It:

- Look the Part
- Share
- Teach
- What Else?





Tracking with Me?



PR Tip #3: GENERATE BUZZ

Get Others Talking



"There is only one thing worse in the world than being talked about...

And that's not being talked about."

- Oscar Wilde





How to Generate Buzz:

- Build Relationships
- Identify Others Who Share Your One Thing
- Do Something Nice Just Because
- It Pays to Praise
- Turn Them Into Sponsors





The Ick Test

- Identify Your One Thing/Value
- Share It With Others
- Build Authentic Relationships
- Praise More
- Do Something Nice





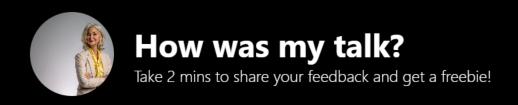
It Makes You a...

GOOD HUMAN!









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Let's Stay In Touch!

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☑ leigh.woisard@cox.com



