

Interview Topic:

“How to Protect Your Personal Brand at Work”

Branding Expert Reveals Top Personal Brand Blunders and Bloopers to Avoid On-the-Job

Possible Interview Questions:

1. So, Brenda, what makes you an expert in personal branding?
2. What is a personal brand anyway, and why is it important?
3. The title of your books suggests that we are all like shampoo! How can that be?
4. You contend that it takes years to build up a personal brand and only seconds to destroy one. How do you avoid damaging your personal brand once you’ve worked so hard to build it up?
5. What are some of the most damaging “brand busters” to watch out for on the job?
[Depending upon time, we could talk about as many as 5 personal branding busters to avoid]
6. So, let’s say you *do* commit an on-the-job blunder. What suggestions do you have for a quick recovery?

*Brenda S. Bence is an internationally-recognized branding expert, certified executive coach and award-winning author of the **How YOU™ Are Like Shampoo** personal branding book series. With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for Fortune 100 companies across four continents and 50 countries. Now, as President of her own business - Brand Development Associates International - Brenda helps companies and individuals achieve greater success through building powerhouse corporate and personal brands.*



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