



***"It doesn't take faith to go to work everyday and build in a place, field or area that we are comfortable. We must do something where the potential of the thing scares, challenges, excites and pushes us all at the same time. That is what our dream must do. That is what this workshop will do."***

– Ed Norwood

This workshop is presented by Ed Norwood, President of ERN Enterprises, Inc. and Founder of Champions Unleashed.

Ed has been recognized as a unique and distinctive authority in transitional and Kingdom leadership in the marketplace and health advocacy.

Few have blazed the trail of success in the same inimitable style as Ed. With an entrepreneurial story which is both entertaining and inspiring, Ed has a seasoned, realistic perspective that inspires people: *"It's never too late to become what they might have been."*

Multi-faceted, with a creative ability to inspire his audience, Ed combines his business influence (and expertise) with his passion for service (not status) to help people flow in their **dreams and potential in the marketplace.**

#### **Community Outreach**

In 2009, Ed organized **DREAM JOB**, a full day of concentrated and intense career enhancement for job seekers to retrain, network and learn how to land their "dream" job! Dream Job provided a powerful, yet practical workforce training environment to enrich people affected by the recession with introductory job, branding and interviewing skills designed to increase their marketability and spark job and business creation.

## **Sign of the Times**

*In a recent study, The Centers for Disease Control found that "the overall suicide rate rises and falls in connection with the economy."*

*"Economic problems can impact how people feel about themselves and their futures as well as their relationships with family and friends. Economic downturns can also disrupt entire communities." (Feijun Luo, Ph.D., an economist in CDC's Division of Violence Prevention and the study's lead author)*

*According to Barna Research, nearly one out of every two people are trying to figure out their purpose in life.*

Today's business writers encourage employees to "build a personal brand." Social media and blogs now allow professionals to establish and strengthen reputations and relationships like never before.

## **Workshop "Brand You"**

*What is a Brand?*

Defined most simply, your "brand" is what people think of you.

A brand is a promise that you will deliver a consistent set of values, qualities, standards and experiences that those you touch (daily) want in their lives.

What do Coca Cola, Nike, Air Jordan and Oprah have in common?

**They are all strong brands.**

## **ARE YOU?**

In this workshop, Ed takes you through the proven, 4 step branding process so you can market your unique brand and identity to the world.

## **QUESTION:**

*What are you most passionate about?*

*What can others (clients, employers, co-workers etc.) depend on you for?*

*What are the greatest strengths that have benefited your past employers?*

*What distinguishes you from the competition for your next job?*



## PARTICIPANTS IN THIS SESSION WILL GAIN:

- The 4 steps of IDENTITY to discover, create and unleash their personal brand to the world.
- Inspiration and tips on how to create a unique “brand promise” and resume.
- How to be a co-brander with any employer.
- A personal branding worksheet and resources to help set their brand on fire.
- Dynamic mentoring relationships, ongoing coaching support AND MORE!

## BOOK NOW

To bring this session to your job fair or event, please visit our website, call (714) 995-6900 ext. 6951, or e-mail [debbief@championsunleashed.org](mailto:debbief@championsunleashed.org).

## WHAT PEOPLE ARE SAYING

*“I want to truly thank you for the valuable time you spent with our group. I only wish we had had more time –The Mission and Branding experience truly moved us all! Thank You!”*

-Gail M. Tenet Healthcare