Business doesn't exist in a vacuum. Whether it's a global health crisis, economic downturn, or market disruption, your business' posterity is dependent upon your ability to build a resilient brand. During this hour-long complimentary webinar, Personal Branding Expert Kait LeDonne will guide participants in how to take charge and grow their brand by leaning into difficult times.

**SPECIFIC TOPICS COVERED INCLUDE:**

- The crucial pivot all brands *(personal and corporate)* need to make to survive even the most turbulent times
- A 6-Part Framework for building a loyal client base and personal brand following
- How to make your brand message stand out in times of turbulence

Kait LeDonne is the founder of LeDonne Brands, a personal brand agency based in New York, New York which build executive personal brands using content marketing strategies through social media. Kait has authored the book "The Attraction Magnet: "The 7 Insider Secrets The World's Biggest Brands Use to Attract Customers Who Can't Wait to Buy From Them," and is regularly featured in national and international publications as a commentator on celebrity and corporate brands.

LeDonne Brands also developed one of the first online courses centered around LinkedIn, The Influence Academy, to teach executives how to position themselves as thought leaders in their respective spaces. To date, over 100 executives have completed the program. Given LeDonne Brands CEO Kait LeDonne’s specific influence on the platform, we have access to LinkedIn employees and new platform features, the benefits of which we pass along to our clients.