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Unlock Your Potential: Building Your Personal Brand Explores Professional Identity Best Practices

MADISON, Wis.— CUES is pleased to offer [Unlock Your Potential: Building Your Personal Brand](#), a new online session designed to help the industry’s up-and-coming female professionals stand out in today’s competitive business landscape.

“A strong branding statement can help women better navigate the unique challenges they face in the workplace. This workshop will help attendees craft a compelling personal brand that is in alignment with their goals and aspirations,” said Kristin Wensing, CUES Director of Products & Services. “Participants will have the opportunity to create their own personal branding statements during the session, plus the workshop offers a great opportunity to network and connect with other professionals.”

Attendees of the highly interactive, 90-minute session will:

- Gain clarity on their professional identity and learn how to articulate their unique value proposition.
- Discover their authentic voice by uncovering strengths and values to define their personal brand’s authentic core.
- Learn to elevate their visibility and stand out from the crowd through expert tips and techniques.

“This workshop is open to everyone, but it’s particularly ideal for women who are in the early stages of their careers, such as recent graduates or entry-level employees, who are actively seeking growth and development opportunities,” said Wensing. “It might also be of interest to women in the early to midpoint of their careers who are interested in making a career change.”

[Unlock Your Potential: Building Your Personal Brand](#) is happening August 23 from 12:00-1:30 p.m. Central Time; learn more and register [here](#). Learn more about CUES at cues.org.

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through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 42,000 members and growing, we measure success one leader at a time.

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