



WTP7 Workshop Report

Building Your Personal Brand with Catherine Ladousse

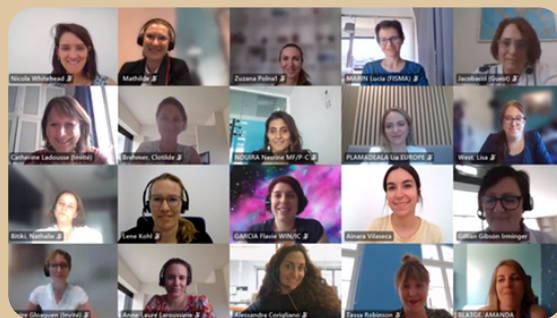
14th June 2022
14:00-15:30 CEST



“Personal branding is less a statement than it is a process of building your own powerful identity.”

For the fourth workshop of the Women Talent Pool 7th edition, WIL Member Catherine Ladousse, Co-founder & Honorary President of Cercle InterElles and Former Executive Director of Communications at Lenovo EMEA offered our Talents insights into how to better communicate their value to others and develop a distinctive personal brand.

Although the capacity to do so is critical for getting ahead in our the workplace, especially for women, it does not come naturally to all. In her opening pitch, Catherine highlighted the value of authenticity and why we should embrace the particularities which make us all unique, and stressed the importance of closing the gap between our own perceptions of our skills and assets and how we are perceived by others.



For the interactive part of the workshop, Catherine invited our Talents to reflect in small groups on their own personal brand and what challenges they face. These sessions were moderation by four Talents: Gillian Gibson, Irminger, Lene Kohl, Micaela Duffau and Mathilde Herman.

