

WTP8 Workshop

"Building Your Personal Brand" with WIL Member Catherine Ladousse | 10 October | 13:30 - 15h CEST



For the fifth workshop of the Women Talent Pool 8th edition, WIL Member **Catherine Ladousse**, Co-founder & Honorary President of Cercle InterElles, Co-president of the Parité Commission of the Haut Conseil for Gender Equality, and Former Executive Director of Communications at Lenovo EMEA offered our Talents insights into how to define their values and communicate these to others in order to develop their unique personal brand. During her opening presentation, Catherine emphasised that leading authentically, in accordance with our values closes the gap between self-perception and how others see us. She added that you will be known by what you do for others, and that being committed to a certain cause can help you stand out from the crowd, especially if social media is leveraged for sharing how you have acted on this.

In small groups, Talents were then invited to reflect on their skills, interests and values, and identify opportunities to communicate these in their workplace and beyond to develop their personal brand. These groups were moderated by WTP8 Talents **Larissa Cenán** from Capgemini, **Lucile Collin** from the European Commission, **Vera Divljakovic** from Lenovo and **Julie Raoulx** from Tarkett.



These reflections were then shared with Catherine and the rest of the Talents. Together, they were able to determine that building a personal brand requires long term investment, a clear purpose and values that are demonstrated in actions. These are insights which our Talents will carry with them as they progress through their careers.

