A row of six blue doors with black handles. The fifth door from the left is slightly ajar, emitting a warm, golden light that illuminates the floor and the wall behind it. The background is a gradient from blue on the left to green on the right.

FROM REPUTATION TO OPPORTUNITY

Building Your Personal
Brand & A Network That
Works For You

ABOUT US



**LINDSAY
KIRCHINGER, CMP**

Senior Vice President,
Growth & Marketing
Operations, Michigan
Economic Development
Corporation

Economic development
and marketing leader
with 20 years of
experience driving
strategy, policy, and
global business
attraction.

Proven ability to build
high-impact partnerships,
align stakeholders, and
execute complex
initiatives that advance
statewide growth.



AMIEE EVANS

Director of Economic
Development, Lansing
Economic Development
Corporation

Economic development
leader with over 15 years
in strategy, policy, and
external affairs.

Focused on building
partnerships, aligning
stakeholders, and
advancing complex
projects.

Your personal brand and
network are your most
valuable assets.

WHAT IS A PERSONAL BRAND?

The prediction people make about your behavior, like reliability, decision style, problem solving approach, point of view.



THE REPUTATION FORMULA

COMPETENCE

Can you deliver?



CONSISTENCY

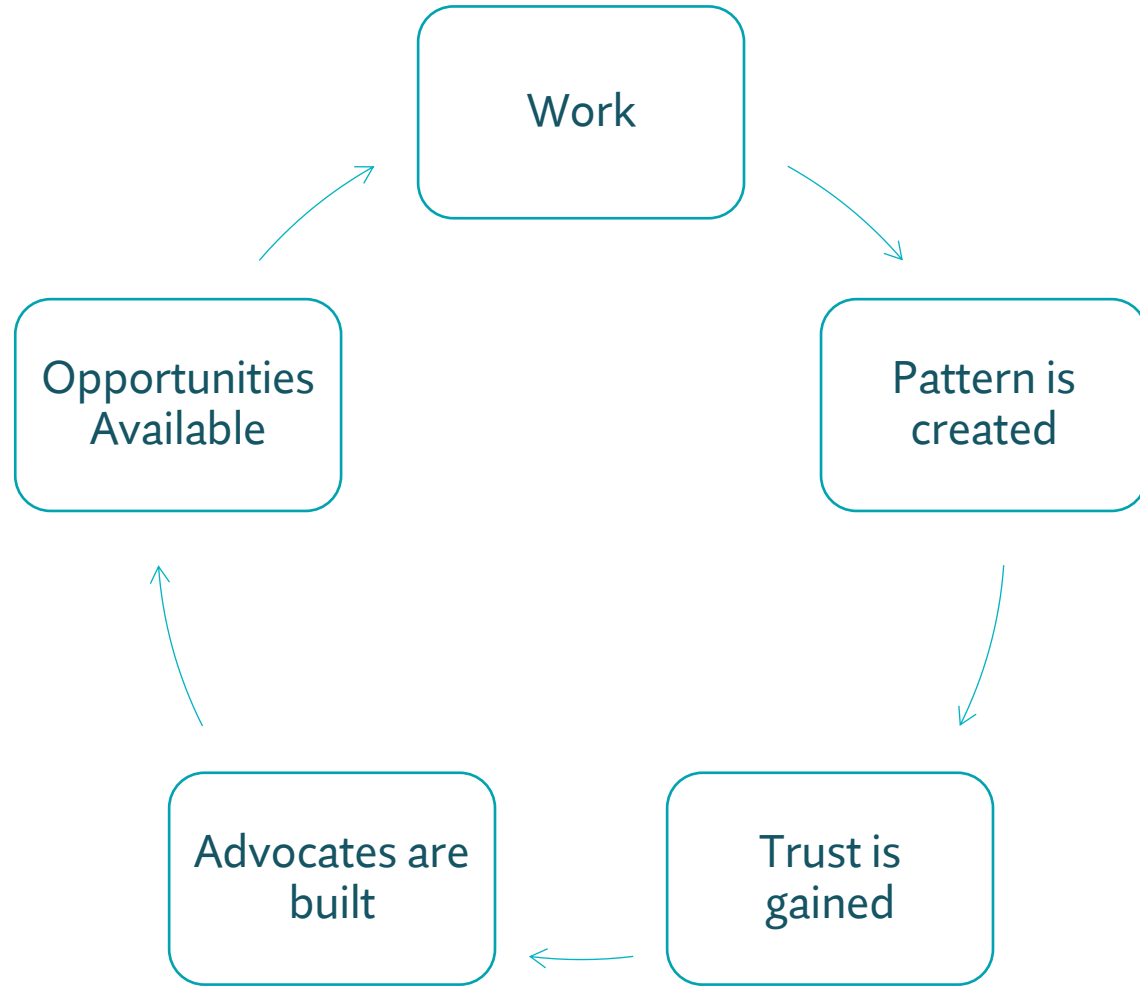
Can you be trusted?



CONTEXT

Do people know when to call
you?

HOW REPUTATION FORMS



THE VISIBILITY MYTH

VISIBILITY

- Seen often
- Self-created
- Short-term

VS.

CREDIBILITY

- Sought out
- Validated by others
- Compounds

HOW LEADER NETWORKS ACTUALLY WORK



BUILT BY CONSISTENT HABITS

- Follow up after working together
- Share useful information
- Connect with others intentionally
- Maintain periodic contact

DON'T

- Ask for favors
- Send random meeting invites
- Connect for the sake of LinkedIn contact collecting

REPUTATION IS A LONG GAME

Small repeated actions: reliable
delivery, thoughtful
communication, intention
connection





REFLECTION

THANK YOU



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