



The **Ginac** Group
Your Career Is Our Business

PERSONAL BRANDING

Create a distinct personality.

Positive Results

We can help you:

- Create a personal brand and image to strategically advance your career
- Market your personal strengths and success to rise above competitors and stand out from the crowd
- Improve your career resiliency and maintain or gain a competitive advantage in the workplace

Rise Above Competitors

- Looking for a strategic way to stand out from the crowd?
- Want to increase your notoriety and improve your presence in your community, industry, or organization?
- Yearn to articulate your leadership style, differentiators, and talents that set you apart from competitors and peers?

What do Michael Jordan, Jack Welch, Lee Iacocca, and Martha Stewart have in common? They all have strong personal brands. Personal Branding is an effective marketing tool for people looking to take control of their identities and influence the impressions that others have of them. No matter what your career level or aspirations, it is important to differentiate yourself to succeed. This requires understanding, building, and communicating your unique personal brand.

The Ginac Group Branding Services

- Improve your visibility and presence.
- Thrive during downturns in the job market.
- Increase your compensation.
- Land better, more interesting assignments.
- Achieve personal and professional goals.

Our career experts will help you identify your distinct personality, purpose and the context for your personal brand. We will identify what is unique about you by taking stock of your strengths, skills and passions; investigating your closest competitors, including your colleagues; creating a focus for your target market; and developing a press kit. This information will be used to create and market your authentic personal brand to help you get noticed.

Satisfaction Guaranteed

Your satisfaction is guaranteed. We are so confident that you will benefit from our services that if you don't gain traction with your brand, we will revise your personal branding campaign at no charge.

About Us. The Ginac Group, a leader in the provision of career and organizational development services, provides strategic solutions to help organizations and individuals achieve tangible results. We can help increase the speed and effectiveness of your business execution activities, facilitate positive financial impact, and enhance personal and employee career satisfaction. We offer a wealth of knowledge, resources, and experience, coupled with unparalleled commitment and dedication, to help you achieve your business, professional, and personal goals.

Get Started Today

Depending on your unique needs and goals, the following items below can be included as part of your personal branding services:

- **Professional Assessment(s):** Tools to take stock of your leadership abilities, values or talents.
- **Brand Statement:** Describe yourself to an employer in 20 words or less.
- **Brand Assets:** These assets include design guidance on brochures, postcards and logos. It also includes image consultation and wardrobe development.
- **Career Portfolio:** A visual representation of your abilities, skills, capabilities, knowledge, qualities – and how it represents your potential in the workplace.
- **Marketing Plan:** A tactical plan to help you deliver your message to the right audiences.

Select a Package That's Right For You

Package	Entry-Level 1-5 years	Mid-Career 6-10 years	Experienced 11+ years
Value Branding Services			
Professional Assessments Brand Statement	\$795.00	\$1,095.00	\$1,595.00
Professional Branding Services			
Professional Assessments Brand Statement Brand Assets	\$1,545.00	\$2,795.00	\$5,095.00
Premium Branding Services			
Professional Assessments Brand Statement Brand Assets Career Portfolio Marketing Plan	\$3,095.00	\$5,095.00	\$7,095.00
MCA Professional Services			
Includes the same services and sessions, but with a Master Career Architect	N/A	\$4,195.00	\$7,645.00
MCA Premium Services			
Includes the same services and sessions, but with a Master Career Architect	N/A	\$7,645.00	\$10,645.00

**Prices subject to change without notice.*