

Jen Dalton

Founder, BrandMirror

Reputation Strategist for Executives & Entrepreneurs



TELEPATHY

is not a strategy!

Keynote Speaker | Workshops | Panelist | Podcasts | Author

With her interactive sessions, Jen Dalton brings energy and enthusiasm to her high impact talks and workshops. Ms. Dalton weaves humor into each session, whether the audience is ten people or four hundred people, she delivers interesting, insightful, and inspirational content. She has delivered custom programs for large companies, inspirational keynotes, and served as a moderator and panelist.

Speaking Highlights

- The Executive Office Building
- UXPA in London
- FDA
- GE
- ACELA in Montreal
- IBM
- Capital One
- Vistage
- Renaissance Executive Forum
- State Department
- The Power Conference
- Navy Public Affairs Conference
- Georgetown University
- Microsoft
- National Retail Federation
- Department of Education
- Public Affairs Council
- AstraZeneca
- Virginia Bankers Association

Requested Topics

Developing Your Personal Brand as a Leader

Defining your reputation includes understanding your values, your strengths, and what makes you unique. This session provides the opportunity to reflect on yourself and identify how to stand out. It is critical for leaders to know who they are so they can help their team move forward and be successful.

Marketing & Messaging that Breaks Through the Noise

Ms. Dalton developed a custom workshop that provides insight and clarity on how small businesses can create messaging and marketing plans that recognize limited bandwidth and budget. Align your audience, messaging, and marketing plan & budget to achieve your ROI goals.

Storytelling for Leaders and Business Owners

Understanding how to leverage storytelling to engage your audience is a critical skill set for leaders and business owners. Every interaction is an opportunity to create an emotional connection and help influence your audience. In this workshop learn the elements of creating powerful stories that break through the noise and drive the action and outcome you want.



brandmirror®

For press related inquiries or to book Jen Dalton for speaking, workshops, or custom programs call 703-898-8691 or visit brandmirror.com

Virtual Conferences



Personal branding is not personal bragging.

Jen Dalton has over 15 years' experience in brand strategy. In 2012, she launched BrandMirror, becoming a certified master personal brand strategist. In 2016, Jen published *The Intentional Entrepreneur*, a bestselling book that shares her process for building your personal brand as an entrepreneur. As an international speaker, she has spoken to and coached thousands of individuals, CEOs, and entrepreneurs about how to stand out. She specializes in helping leaders clarify their purpose and passion in order to increase their visibility, impact, and revenue.

News & Media

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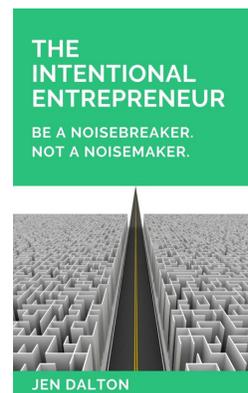
The Washington Post

Being new to the marketing and branding world I attended one of Jen's presentations. I left feeling educated and focused. If you are searching for your company's brand or your own, I highly recommend you reach out to her. Within minutes of meeting Jen, you will know she is an inspiring, thoughtful, and intelligent strategist! - Melissa

Additional Topics

- Build an Executive Brand that is in Demand
- Personal Branding for Millennials
- Is Your Reputation as CEO Hurting or Helping the Company?
- Leveraging LinkedIn for Thought Leadership
- 5 Critical Insights to "Stand Out & Get In"
- Advanced LinkedIn for Business Development
- Empowering Employees to be Brand Ambassadors
- Utilizing Social Media for Career Advancement
- Influencing without Authority

Books Available on Amazon



Contact Jen Dalton for a complimentary session and break through the noise and increase your relevance, reach, and revenue. www.brandmirror.com