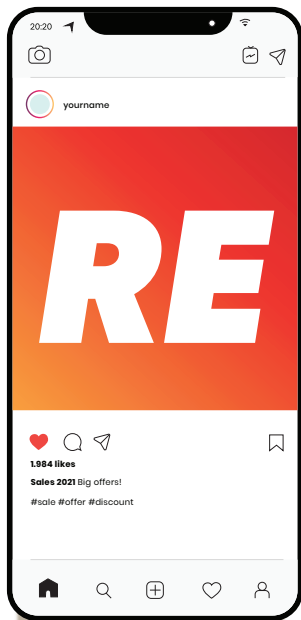




REPUTATION GOES A LONG WAY

How does your personal reputation shape the way investors, clients, and employees see your organisation?

Elevate your team and organisation.

Ethically, effectively, and authentically.



Scan QR code and see her in action



As delivered at
GLOBAL SME SUMMIT DAVOS

MASTERCLASS:

Build Your Team's Personal Brand Using AI the Ethical Way

THIS PRACTICAL MASTERCLASS OFFERS YOU:

- 1** Actionable frameworks
- 2** Hands-on AI demos
- 3** Personal branding exercises

Tactics we will discuss:

- The importance of visibility
- Managing your online reputation and digital footprint
- AI tools to personalise personal branding strategies.
- The ethics of AI
- Align your core values with your leadership style
- Ghost-writing and employee advocacy programs
- How your team can use AI to repurpose media interviews

Who is your speaker?

Yoke van Dam is known as the Kintsugi queen® because of her ability to repair fissured and broken teams, transforming them into a strong and cohesive whole. She is a qualified behavioral change coach with verifiable in-the-field experience (2000+ team members, 2 300+ hours training, and 350+ coaching hours). Yoke empowers leaders and teams to find their voice, step into their power, and speak in a way that make people want to listen.

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