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January 18th 2022: 03 Jay Franze on Personal Branding

Paul and Jay talk about what personal branding is and how Jay developed his. He explains how personal branding helps college students, young professionals and mid-level managers, and why even someone who prefers "blending in" should reflect on their personal brand. We discuss how our online presence and communication opportunities affect our brand. And we wrap up by talking about Jay's podcast Franze and Friends and his latest book The IDEAS of Leadership, and what he hopes to accomplish with both.

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Featured Guest

Guest Image

Jay Franze

Jay Franze works with college students, young professionals, mid-level managers, and executives across all industries. He also works with creatives, artists, and musicians. His work has been featured on NBC, ABC, CBS, FOX, and more. His work has also appeared on Saturday Night Live. He has spoken at industry events and universities, such as Belmont University, University of Hartford, Boston College, Webster University, and more. He hosts the podcast Franze and Friends, where leaders share their secrets.

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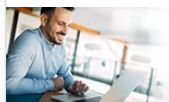
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