



# The Leader & The Muse™:

## Inspired Personal Branding

WITH  
*Rasheryl McCreary*



### Personal Branding | Leadership Presence

#### The Leader and The Muse: Inspired Personal Branding Archives Available

June 29th 2012: The Leader Within: Define Your Professional "Story Type" and Success Motivators

Do you know who you are at your absolute best—and how to let others know, see and value that part of you? Can you engage and inspire others with a distinctive leadership voice and message? Join host, Rasheryl McCreary and her guest, Cindy Atlee, Principal of The Storybranding Group as they explore how senior executives, emerging leaders and other working professionals can make sense of who they are, what they stand for and how to bring the best parts of themselves to work every day. In this episode, you will learn how to use, define and apply the "story type" that represents who you really

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#### Featured Guest



#### Cindy Atlee

Cindy Atlee has been fascinated with stories and how they shape identity since writing her first (and last!) novel at the age of 13. Instead of becoming a writer, she channeled a passion for helping others understand and express who they are in the world into a 20+ year career as a branding strategist, facilitator and coach. She is currently principal of The Storybranding Group, a firm that helps clients create authentic, inspiring personal and organizational brands. Cindy is also a frequent speaker and workshop leader who's currently writing her first book, Discover Your StoryBrand: 12 Story-based Styles to Unleash Your Voice and Let the World Know Who You Really Are. Previously, sh

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