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# The Leader & The Muse™: Inspired Personal Branding

WITH  
*Rasheryl McCreary*



## Personal Branding | Leadership Presence

**The Leader and The Muse: Inspired Personal Branding Archives Available**  
August 24th 2012: Branding "Me" in a "We" Culture

How do you stand out in a culture that teaches you to fit in? Does the nail that sticks out always have to be hammered down? In some cultures, standing out is expected. In others, like Japan, people value their in-group identity. For Japanese, the idea of unearthing your unique attributes and using them to stand out and differentiate yourself from others can be a challenging concept to embrace. Join host Rasheryl McCreary and her guest, Peter Sterlacci, "Japan's Personal Branding Pioneer" as they explore the changing world of work that is requiring Japanese to shift into the concept and value

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### Featured Guest



#### Peter Sterlacci

Japan's Personal Branding Pioneer, Peter Sterlacci speaks about using personal branding to enhance success. As a long-term resident of Japan—where "fitting in" is the cultural norm—Peter intimately understands the challenges facing Japanese to "stand-out" and is dedicated to empowering on-the-move careerists in global companies in Japan to "break away" from the pack and ride to success. Certified in Personal Branding by the global leader, Reach, Peter has adapted this proven methodology for Japanese audiences. He also capitalizes on his 21-year career in training and development and his passion for cycling in his powerful messaging. Peter's clients include: Procter & Gamble Japan, Eli Lilly

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