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### The Career Confidante Monday at 3 PM Pacific

**July 06th 2015: How to Ease Career Transition with Personal Branding**

On average, we are changing jobs every 3-5 years and changing careers up to 7 times in our lifetime. Reinventing our career is challenging and can leave us feeling lost, not sure of our professional identity. Building a personal brand can help ease the pain of reinvention by reminding you of your authentic self. The process of personal branding helps you identify those core pieces of yourself that you want to express and use in the world, and how to frame them in a way that is relevant to your audience. In this episode of The Career Confidante, Susan Chritton, master personal brand strategist,

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### Featured Guest



#### Susan Chritton

Susan Chritton is an Executive Coach, Master Personal Brand Strategist, and author of Personal Branding for Dummies. She partners with her clients as they transition from who they have been into who they want to become. With her wealth of credentials and extensive experience in career development, she is able to draw on her ability to identify each individual's uniqueness and then arrange the variables to map out a strategic direction. As the Facilitator for the Reach Personal Branding certification programs, she trains and mentors coaches in aligning their brand with their business so that they can increase their success and satisfaction. She has guided thousands of people through the ca

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