

A large photograph of three professionals (two men and one woman) sitting around a table, smiling and looking at documents. The image is overlaid with a semi-transparent white box containing the title text.

NextGen Professionals Cohort



SESSION THREE

Professional Brand

July 2, 2026



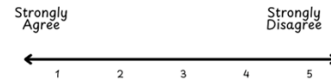
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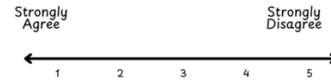
Professional Brand

To what extent do you agree/disagree with the following?

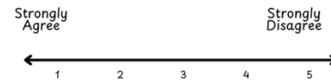
"I bring unique skills and strengths that are clearly recognized by others."



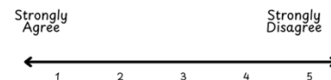
"My decisions and behavior consistently reflect my values and the values of my organization."



"I create positive emotional connections with others. People are drawn to my energy, attitude, and presence."



"I am known for delivering results and following through on my commitments."



"I align with people who are seeking solutions, not seeking drama and complaining."



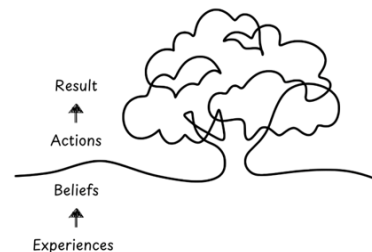
"If people described me when I wasn't in the room, I'd be proud of what they'd say."



What is professional brand and why does it matter?



Professional brand is who you are when you're not in the room...because of the experience others had with you when you were in the room. It's not about what WE intend...it's about what THEY experience.



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Six Considerations of Professional Brand

Think of your **AVATAR**

Abilities: “I bring unique skills and strengths that are clearly recognized by others.”

- What are your strengths?
- What are your weaknesses?
- What are you the “go-to” person for?
- When are you NOT the “go to” person?
- When people ask for your help, what are they asking?

Values: “My decisions and behavior consistently reflect my values and the values of my organization.”

- Do you live out your personal values?
- Do you model the company values?

Appeal: “I create positive emotional connections with others. People are drawn to my energy, attitude, and presence.”

- Do you influence through an upward or downward emotional spiral?



People tend to remember the emotional energy you consistently bring into interactions

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Six Considerations of Professional Brand

Track Record: “I am known for delivering results and following through on my commitments.”

- If we asked others, “What it like working with YOUR NAME HERE?”
- What would people say?
- What do you want them to say?

Alignment: “I align with people who are seeking solutions, not people who are complaining and seeking drama.”

Reputation: “If people described me when I wasn’t in the room, I’d be proud of what they’d say.”

Reputare: To think again about someone

- Think about: What have past experiences with you been like?
- Take action: Where do you need to create new experiences so people can “think again” about you?



People tend to remember the emotional energy you consistently bring into interactions

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Professional Brand Action Plan

What are the actions you will take to get feedback on your brand? Bring your findings to session four.

Identify a role model in your life and study them, what's their secret? Bring your notes to session four.

What are 3 words you would like others to use when they describe you? Use those words to guide how you show up and respond. Bring a specific example to session four.
