

## Email Invitation for Participants

You've been invited to Katrina Cravy's "Take Your Brand to the Bank" Presentation.

To get the most out of this event - here's a special message from Katrina:

"Hi! I'm really looking forward to getting to know more about YOU!

Attached you'll find a "Take Your Brand to the Bank" handout with questions for building your PERSONAL brand.

### **This is solely for you as an individual.**

While I encourage you to think about your company/organization, this exercise is meant to trigger your personal thoughts about your own life.

Think about your relationships and what you want people to know about you.

You don't need to complete every section before the event however you should enjoy thinking about the questions.

### **Start working on the three words you would use to describe yourself or your personal mission.**

You know, your three-word tagline.

See you soon!

Katrina Cravy – Broadcast Your Business - my tagline :)



## Take YOUR Brand to the Bank!

**Introduction:** Who are you? How would others describe you?

**Goals & Objectives:** What do you want? What do you want people to know about you?

**Audience:** Who do you want to please?

**Competitive Landscape:** Who is your competition?

**Unique/Value Proposition:** What are your gifts? How can you make the world better?

**Communication Points:** Using **only three words**, describe your mission? Your tagline!

**Communication Mediums:** How will you broadcast your business?  
(Examples: Participating in Meetings/Projects, Building Relationships, Quietly Doing A Good Job)



## Self-Assessment: Personal Brand - Executive Presence

**Instructions: Read the statements and rate yourself honestly.**

**5= Always    4=Most of the time    3= Half of the time    2=Sometimes    1 = Never**

EXPRESS POSITIVE CONFIDENCE	SCORE (5-1)
I take pride in my appearance and show up ready and appropriate for the occasion.	
I think people are glad to see me walk in and are happy to interact with me.	
I listen to others and communicate in a way that helps me connect with them.	
I express my needs firmly but calmly. I'm not quick to anger.	
I believe in my ability to adapt and can change course without getting rattled.	
DEVELOP A STRONG NETWORK	
I care about others and actively network with people in my company, industry, and community.	
I speak up in meetings even when senior managers are present; or as a senior manager, I call on others to speak.	
I believe in my own success plan and encourage and support others for their success.	
I am a strong public speaker and storyteller. I turn my experiences into valuable and manageable lessons to hold my audiences' attention.	
I communicate with clarity and properly prepare for presentations and meetings.	
BE REMEMBERED	
I am self-assured but not arrogant.	
I am trustworthy because people find my actions are consistent and reliable.	
I have great integrity because my actions are aligned with my beliefs and promises to those around me.	
I love to have fun and my goal is to lift up others and make them feel great.	
I passionately live with intention and want to be remembered for how I helped others.	
<b>TOTAL SCORE: Add up all of your scores</b>	

**If you scored 50 or higher:** Congratulations! Is there one area you'd still like to improve?

**If you scored between 25 and 49:** You're on your way! Pick two items to work on this year.

**If you scored 25 or lower:** We've some work to do! Let's talk about coaching and additional resources.



# Katrina Cravy

## Motivational Speaker, Media Coach, and Author



Katrina Cravy is an Emmy Award-Winning TV media veteran and author who wore headgear to high school.

Her fun-loving but get the job done style has made her one of the most trusted and well-known names in Southeastern Wisconsin, although her career has taken her across the country.

Katrina has worked as an investigative reporter, anchor, and talk show host, for FOX, NBC, and ABC affiliates from Parkersburg, West Virginia to Portland, Oregon.

With more than 20 years of media experience, Katrina is now a member of the National Speakers Association. She's on a personal mission to help teams and executives be their best on camera and communicate with confidence during the good times and the bad.

Her book, "On-Air – Insider Secrets to Attract the Media and Get Free Publicity" promises to make you think like the media.

Katrina is also an adjunct faculty member for the University of Wisconsin's School for Professional and Executive Development teaching crisis communication skills.

Companies like Aflac, GE Healthcare, A.O. Smith, MGIC, and Salvation Army have booked Katrina as a keynote speaker and trainer to boost their teams' performance.

Besides winning a regional Emmy, she has also received awards from the National Press Club, Associated Press, Wisconsin Broadcasters Association, and Milwaukee Press Club.

This California native graduated from the University of Southern California with a double major in broadcast journalism and political science. She was chosen as an intern for the Office of Ronald Reagan in 1991 and received USC's "Outstanding Broadcast Journalism Senior" award in 1992.

Katrina Cravy loves speaking to audiences from around the country, almost as much as she loves her husband, their son, and their two cats.

For more information, please contact: [Nikki.Packee@katrinacravy.com](mailto:Nikki.Packee@katrinacravy.com) or call (262) 415-7811



## Audio Visual Requirements

*Audio or Visual Taping:* Taping is an additional charge and must be approved in advance.

### **A/V Preference (Keynotes)**

- Wireless clip-on lavalier microphone (if over 50 participants)
- One handheld microphone for audience participation
- PowerPoint presentation capabilities, including
- Projector with **HDMI hookup**
- Large screen appropriate for audience and room dimensions
- A portable **speaker or the capability to connect into the room's speaker system** to ensure audio from computer videos can be heard by participants
- Katrina will bring her laptop to show her PowerPoint presentation and she will also bring the presentation on memory stick for loading on to your system if there is a problem. She has her own slide changer for her laptop but will need another one suited for your system.
- Due to the proprietary nature of her presentation, the file needs to be removed from client's computer once the presentation is finished.

### **A/V Preferences (Workshops)**

- Wireless clip-on lavalier microphone (if over 50 participants)
- LCD Projector for PowerPoint presentation
- Connection with LCD projector system must be HDMI compatible
- Screen size needs to be appropriate for audience and room dimensions
- Screen needs to have audio speakers to ensure audio from computer videos can be heard by participants
- Katrina will bring her laptop to show her PowerPoint presentation and she will also bring the presentation on memory stick for loading on to your system if there is a problem.
- Remote changer for moving PowerPoint slides– if laptop computer provided by client is needed.
- Access to facility's wireless internet connection
- Small rectangular table (at front of room) to place materials
- Table tents/name tags for participants, sharpie pens would be appreciated

**NOTE:** Technical person should be available during setup and during the presentation if microphones are used.



# Katrina Cravy.

BROADCAST YOUR BUSINESS

## INTRODUCTION FOR KATRINA CRAVY – Take Your Brand to the Bank Keynote

I'm very excited to introduce Emmy award - winning journalist Katrina Cravy (CRA-vee).

Her career in the media has taken this University of Southern California graduate across the country working for NBC, ABC, and FOX affiliates.

After interviewing thousands of people, Katrina knows - Smart Leaders Tell Better Stories about themselves and their companies.

Let's learn how to TAKE **YOUR** BRAND TO THE BANK.

Get ready to buckle up and have some fun for this super-charged conversation that celebrates YOU!

Please help me give a warm welcome to Katrina Cravy (CRA-vee).

HELPING SMART LEADERS TELL BETTER STORIES



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