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Dana Simberkoff, Chief Compliance and Risk Officer at AvePoint, talked about authentic self-promotion: “Women tend to believe that if they work hard and keep quiet, someone will eventually notice. I disagree. Everyone who works for me knows that I have a saying, ‘Being a legend in your own mind is not meaningful.’”

Karen Leland, author of *The Brand Mapping Strategy* and CEO of Sterling Marketing Group sums it up this way: “A strong personal brand goes beyond what’s seen and said on the surface to a deeply authentic expression of values, purpose, and contribution—all backed up by action.” She also says that if you don’t create your own brand, someone else will! Here are the seven steps in her Brand Mapping Process that help base a personal brand on authenticity:

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