

Professional Identity Workshop Series Data Sheet

Discover your professional identity. **Realize** your unique and differentiated story. **Own** your brand.

The Professional Identity Workshop Series, led by professional and executive brand expert Chris Haase, is a comprehensive three-course package designed to provide you with an overview of brand fundamentals to help you take charge of your career by discovering your professional identity, realizing your unique and differentiated story, and owning your brand.

Whether currently in a role or in career transition, this Professional Identity Workshop Series empowers you to reinvent yourself for your current or next career chapter by understanding your fundamental professional value, differentiation, and brand expression both within your company and in the marketplace.

Who should attend

High-potential professional or executive interested in understanding your value, owning your brand, and laying the foundation for greater visibility with target audiences in your current or next company and in the marketplace.

Overview

Professional Identity Workshop Series			
Workshop	Clarity	Positioning	Alignment
<u>Overview</u>	Clarity lays the foundation for brand development by inviting conscious exploration of professional identity components that include foundational beliefs, assumptions, and perceptions underpinning career clarity and professional direction.	Positioning shows how to build a differentiated, compelling, and authentic brand narrative by surfacing strategic business value, approach, and integrating past experience using a structured, step-by-step, and tailored process.	Alignment accelerates brand ownership with a unified professional story and sharpened presence combined with useful and practical visibility strategies, practice, and tips to optimize the current role and broader career trajectory.
<u>Benefits</u>	<ul style="list-style-type: none"> • Examine fundamental guiding beliefs about professional identity tied to brand • Articulate specific role desires and dimensions • Define your career trajectory 	<ul style="list-style-type: none"> • Understand brand fundamentals • Find out how to build your professional story • Organize your story for the greatest impact 	<ul style="list-style-type: none"> • Learn principles for effective audience targeting and channel engagement • Develop elevator pitch • Be poised for increased company/marketplace visibility
<u>What you get</u>	<ul style="list-style-type: none"> • Clarity Guide • Clarity Workbook • Expert perspective • Discussions, exercises, and networking 	<ul style="list-style-type: none"> • Positioning Guide • Positioning Workbook • Expert perspective • Discussions, exercises, and networking 	<ul style="list-style-type: none"> • Alignment Guide • Alignment Workbook • Expert perspective • Discussions, exercises, and networking

Testimonials

Here's a select list of attendee recommendations:

Chris's workshop series helped me develop insights into my own value and differentiation and how I can leverage them to improve my role and company — thank you!

- Santa Clara University Executive MBA student

These workshops were a timely opportunity to reflect on my career, understand my unique value and approach, and how to sell myself so I take control of my career instead of letting my next role just 'happen'.

- Operations Manager

This workshop series was helpful for me because for the first time in my career, I had to think through and articulate my own value. Seeing my own value was unexpectedly insightful and powerful!

- Product Manager

Excellent — great workshop to help individuals define their unique identity, see their value, and arrive at their own brand. And it was very useful for me, too!

- HR Director

These workshops help me think about my value and how I need to always focus on my value and brand, even when I'm not changing roles.

- CFO

With your workshops, I got instant value as they were very hands on. And I enjoyed how the content was well integrated across all the workshops. That was refreshing and I liked it!

- Entrepreneur

Companies

Clarity Silicon Valley workshop attendees come from across Silicon Valley and beyond. Here's a select list:



Logistics

Series Details: 3 workshops; one each on Clarity, Positioning, and Alignment
Location: Virtual
Timing: 3 consecutive Thursday evenings from 5:30p - 8:00p PDT/PST

Sign up

To see the latest schedule and sign up for your spot, please visit the [Clarity Silicon Valley Workshop](#) page.

For corporate inquiries about bringing this Professional Identity Workshop Series to your employees, please [contact us](#) for details.

About

Chris Haase founded Clarity Silicon Valley to guide high-potential professionals and executives on discovering their professional identity, realizing their unique and differentiated story, and owning their brand.

From 2018 to 2021, Chris was a lecturer and the Executive Personal Brand Coach for the Executive MBA program at the Leavey School of Business at Santa Clara University.

Prior to founding Clarity Silicon Valley, Chris was a highly rated Executive Coach in Lee Hecht Harrison's San Jose office where he worked with clients in career transition. He also led their weekly Executive Job Search Work Team, and conducted monthly Executive Personal Brand workshops.

Previously, Chris cofounded YourVersion, a consumer content discovery engine. He also worked at Apple and Intuit in a variety of sales, marketing, and operational roles.



Chris Haase

[Clarity Silicon Valley](#)

[View Chris's LinkedIn Profile](#)