

## *Patti Wilson*

*Has been called “the guru of Silicon Valley career counselors”, in the best seller, “What Should I Do With My Life?” by Po Bronson.*

**Her expertise is informed by in-depth experience** recruiting for Fortune 500 and startup high tech companies, counseling business and engineering school graduates, and coaching executives and entrepreneurs in Silicon Valley for 20 years.

**She has a Masters in Career Development**, is a certified trainer in behavioral interviewing, and been a featured resource in “What Color is Your Parachute?” since 1988. USA Today, the Mercury News and SF Chronicle, PBS among numerous media has sought out her views on careers, the workplace and employment trends.

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## *Business Networking*

*Masterful networking is the-jewel-in-the-crown of an overall career and business development strategy.*

*Building professional contacts, collaborative relationships and joint ventures are among the best methods to move your business and career forward. Creating a professional network of contacts you can tap into in different industries and companies takes time, perseverance and effort.*

- Networking is a relationship building process that can grow connections into a wealth of resources and opportunities. People do business with and refer people to people they, know, like, and trust (peer to peer networking.)
- It succeeds only when approached from a collaborative perspective and our focus changes from what we want to have to what we have to offer, better known as a value proposition.
- Nowadays most of us have become fairly adept at attending functions and joining online social networking sites to find new connections and generate leads that frequently fail to materialize into deals, revenues and opportunities.

**Our multi-part networking system provides a highly effective roadmap and tools to use to increase your sphere of influence and promote your product or service.**

## *Professional Branding*

*A personal branding statement communicates your unique brand and its value. As a self-marketing statement, it identifies the core content of your competencies, accomplishments and experiences. Delivering that statement effectively conveys who you are and what you have to offer, your value proposition, to customers, investors, partners and the media.*

Armed with your branding statement, you can then develop an overall strategy to build your brand through all forms of communications including writing a blog, articles, and white papers, delivering presentations, authoring books, taking on board positions with organizations, and insuring you’re at the top of Google’s page rankings. All of this can be daunting even for the most articulate person. Working together, we’ll define your value proposition and then create a unique professional message. We will also help you set specific goals, both immediate and long-term, to implement your message, packaging, and communications tools.

**We can help you increase your visibility, credibility and market reach with a well executed and delivered personal brand.**

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*Call or email for a free consult to find out how we can help you gain the leading edge in your career and business: 408-354-1964 [patti@careercompany.com](mailto:patti@careercompany.com)*