

LIDA360

Reputation is your greatest asset. Drive it!™



# Lida Citroën

PERSONAL BRANDING | REPUTATION MANAGEMENT | INFLUENCE BUILDING

# About Lida

KEYNOTE SPEAKER | EXECUTIVE COACH | AUTHOR

Lida Citroën is a personal branding and reputation management authority helping global executives, entrepreneurs, and thought leaders manage how they're perceived and drive them toward ideal opportunities. She has helped thousands of individuals in more than 30 countries gain a fresh perspective on how to position themselves for success.

She is proud to work with international clients including Google, GE Healthcare, Barclay's, HP, SAP, LinkedIn, Monster.com, JPMorgan Chase, SiriusXM, Mazda North America, The Port Authority of NY and NJ, SHRM, Johnson & Johnson, and many others.



WORKS WITH LEADERS  
IN 30+ COUNTRIES



ENTREPRENEUR, SWAAY &  
MILITARY.COM CONTRIBUTOR



TEDX TALK & TALKS AT GOOGLE SPEAKER  
LINKEDIN LEARNING INSTRUCTOR



7X AUTHOR

“Lida can make a crowded room come to a complete stop when she speaks!”

Debi Deloney

Business Development Manager, ENGS Commercial Finance

## In The Media

Lida has authored countless articles and is often featured in the media for her insights.

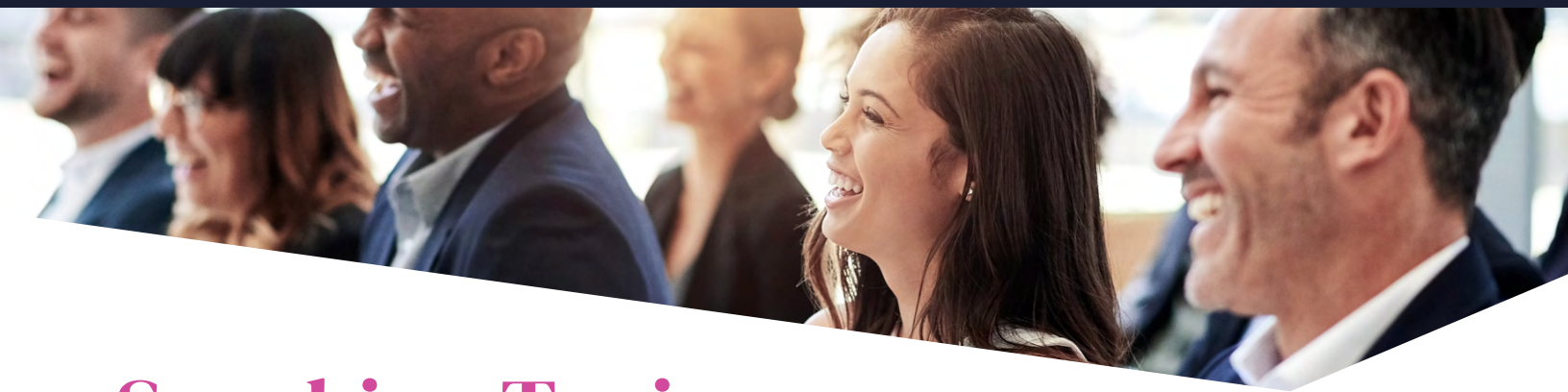




“Lida’s inspirational presence, candid personal stories, and joyful, approachable manner make her a memorable speaker with lasting impact. Her energetic presence and interactive approach sustained engagement and commanded the attention of the room. As a personal branding authority, Lida’s knowledge and expertise enabled leaders to walk away with actionable steps and strategies for career advancement.”

**Wendy Laverty**

Director Leadership & Talent Development UGI



## Speaking Topics

### **Personal Branding**

Control the narrative of how you’re perceived, from messaging to mindset, presence and more—so you can build your brand, promote your values, and attract the opportunities you want for a more intentional career and life.

### **The New Rules of Influence**

Learn the 10 new rules that will drive influence in your career. With actionable steps to build your executive and leadership presence, learn how to communicate with impact, build trust, increase your confidence, and drive change.

### **Reputation Management**

Gain practical tools for risk management (online and in person), impacting your reputation, and taking control of a reputation crisis to repair negative perception.

### **Military**

Recruit and retain veteran employees (for employers) and personal branding and transitioning to civilian life (for servicemembers and veterans).

### **Leadership and Team-Building**

Grasp how to influence positive team dynamics; communication and career building; diversity, equity, and inclusion (DEI).

### **Social Media (online presence)**

Create an online presence with a solid structure and strategy. Learn how to build influence and thought leadership.



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To book Lida for a keynote, speech, executive development, or leadership program, or if you would like to request an interview for an article, podcast, or video, please send an email to [info@LIDA360.com](mailto:info@LIDA360.com).

