



YOUNG PROFESSIONALS SUMMIT

From Identity to Impact: Building an Authentic Professional Brand

Katie DeSimone
Career & Executive Coach



Hey KD Coaching

Building a happier, healthier generation of leaders.

We're capable of more than we're experiencing - and we're often the ones getting in our way.

I am an ICF-Certified Professional Coach partnering 1:1 and with corporate organizations to help people get clear, expand their thinking, and build strategies to step into their full potential.



Want to learn more?
Book a free intro with me!

CAREER

Navigating your path, choices, and growth over time.

- Clarity & direction
- Imposter syndrome
- Professional Identity
- Promotions & Advancement
- Transitions & Fulfillment
- Self-confidence, self-advocacy & interpersonal navigation
- Sustainable ways of working

LEADERSHIP

How you show up, lead, and motivate others.

- Complex stakeholder relationships
- Defining/evolving a "leader brand"
- Delegation & trust
- High-stakes conversations
- Leading with intention
- Navigating influence, impact, and responsibility

TACTICAL

Practical support that turns insight into action.

- Accountability frameworks
- Career storytelling & positioning
- Interview prep
- Networking
- Resume and LinkedIn refinement
- Self-alignment & values driven tools
- Storytelling & positioning

Today is about:



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**Defining your brand & sharing
it in a way that creates impact
*(and feels like you).***

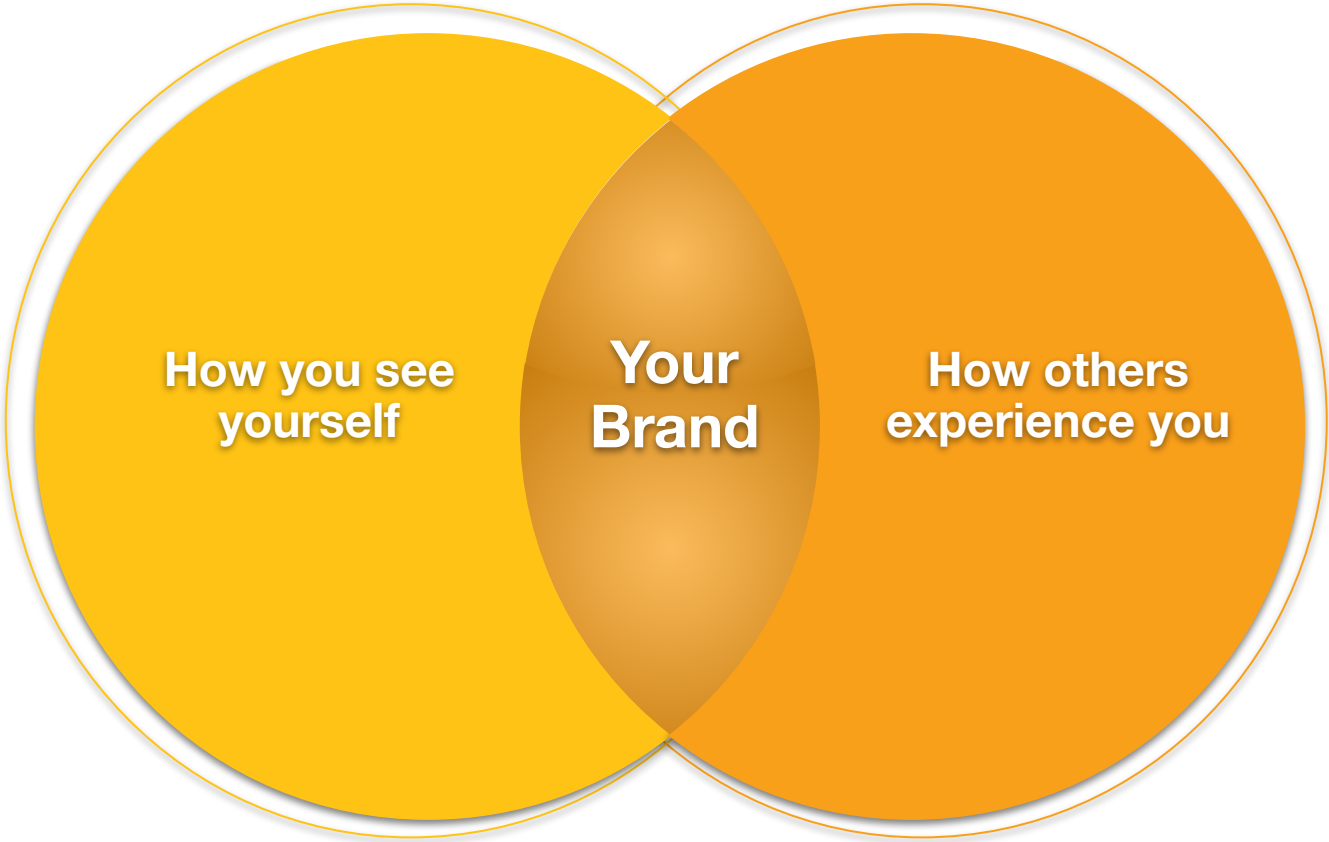
A brand is not what you say it is.
It's what *they* say it is.

-Marty Neumeier, Brand Expert & Author

Your brand lives in the gap between:



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Your brand



What it's not

- Your job title
- Your resume
- Your linkedIn bio
- Your favorite band
- Your last vacation



What it is

- How you *consistently* show up
- What you *consistently* deliver
- How you *consistently* make people feel



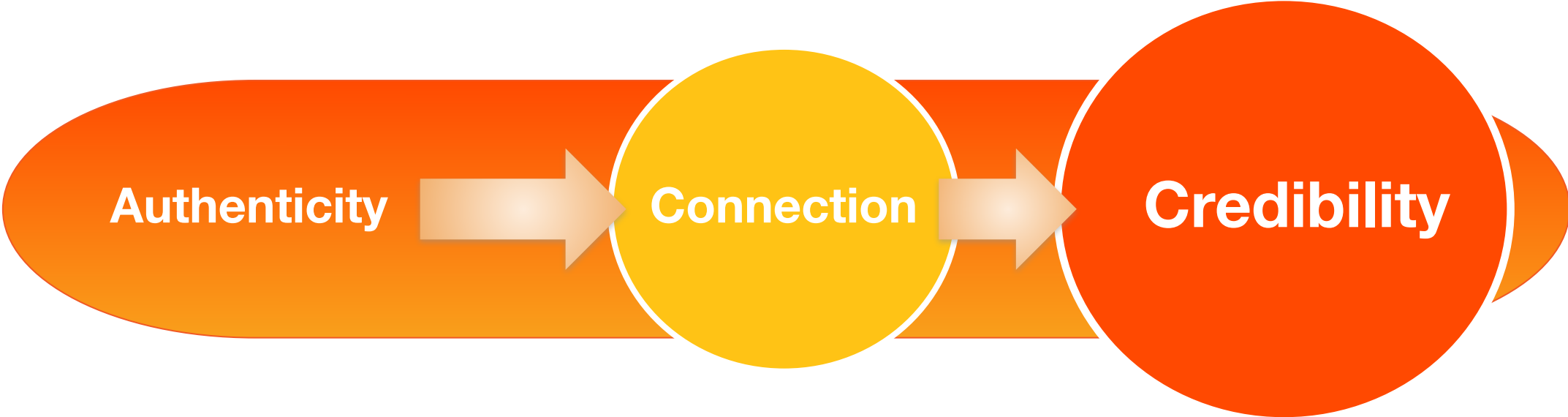
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**Your
brand is a
reputation**

Authenticity is how a credible brand is built



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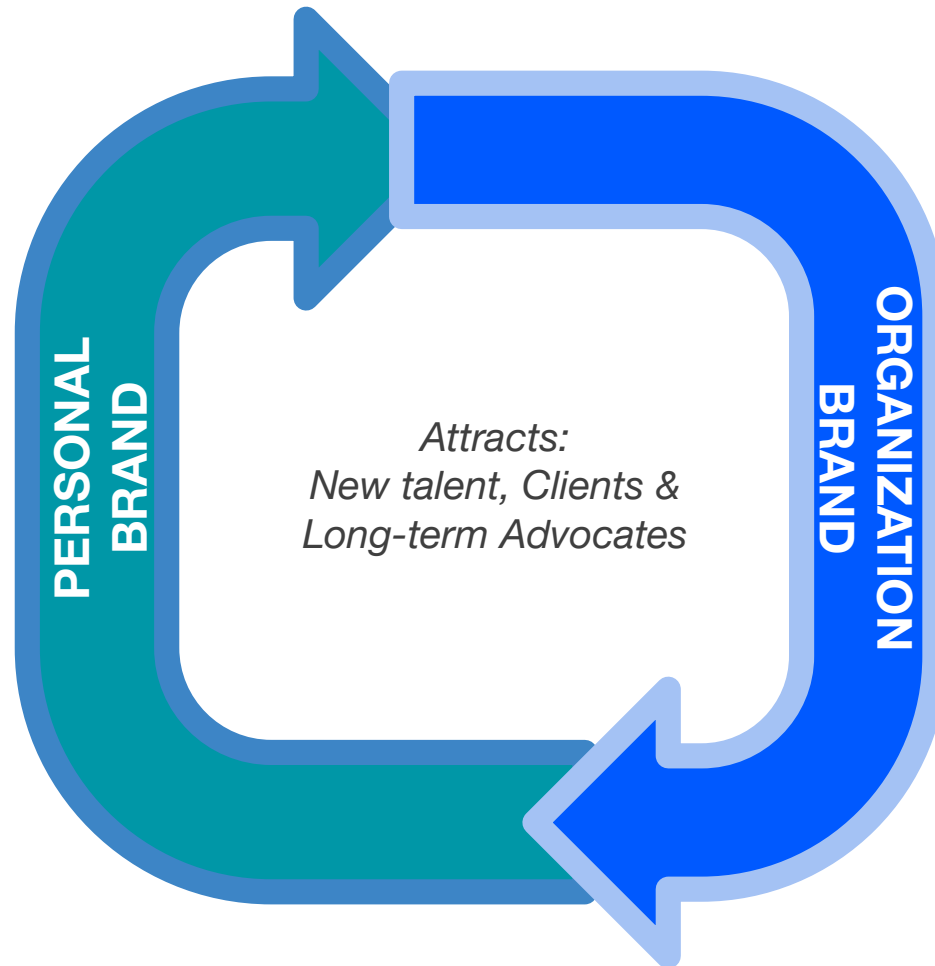


Your brand and organization's brand is a mutually beneficial relationship in building a credible reputation



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Personal credibility can amplify corporate trust



A strong organizational brand can support individual visibility and authority

*Authenticity is critical for a
credible brand reputation.*

*But, what does “being
authentic” actually mean for
me?!*

HotTake

Authenticity is *not* “just be yourself”



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**Authenticity is
strategic.**

Authenticity is strategic:

Clarity

Define your brand

Aligning what you say with what you do, rooted in who you are.

Conversation

Activate your brand

Delivering your brand in a way that will stick, engage, and build you credibility with your audience.

Consistency

Reinforce your brand

Your brand isn't static! It's built by how you consistently show up, in alignment with who you are.

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Your brand must showcase:

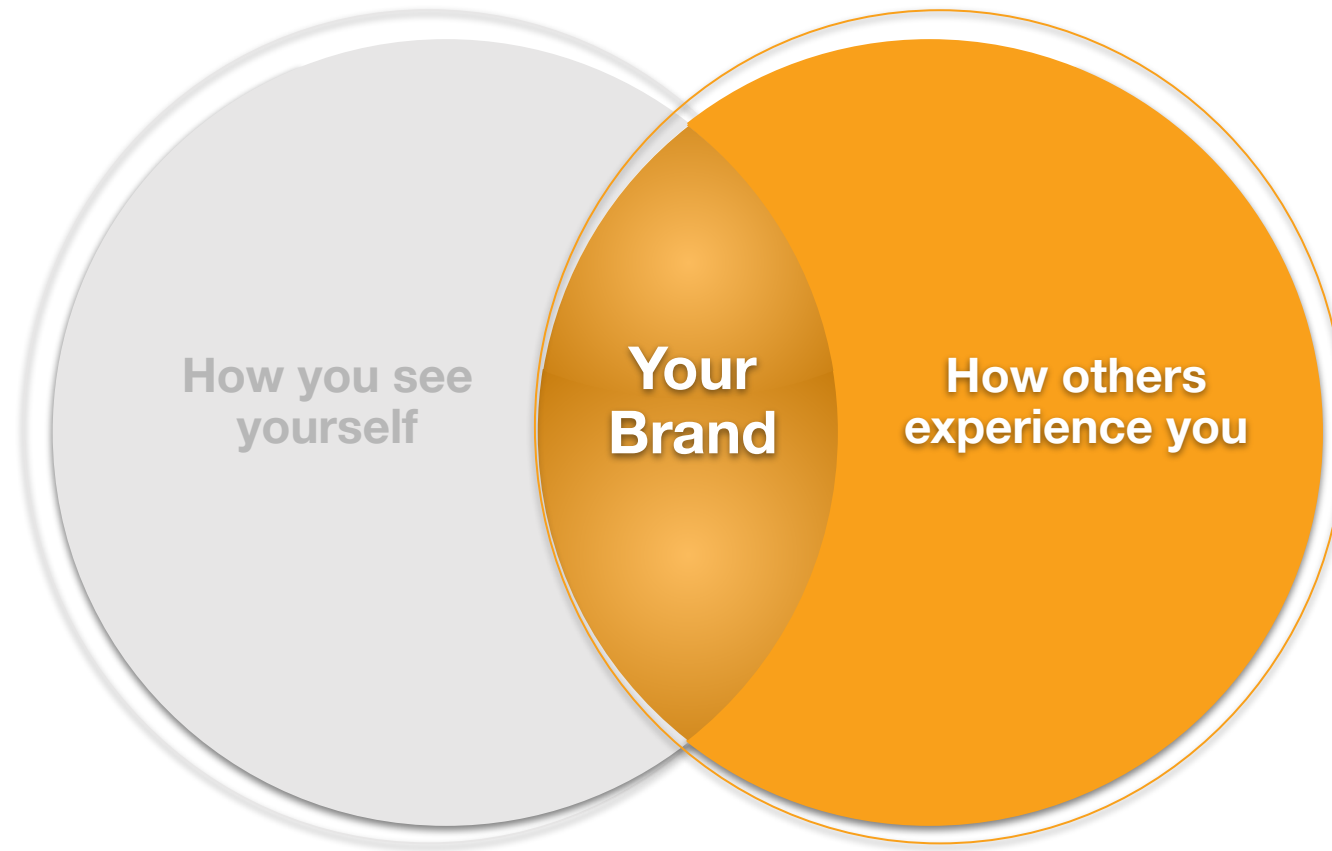


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Expertise



Vulnerability
Curiosity
Empathy



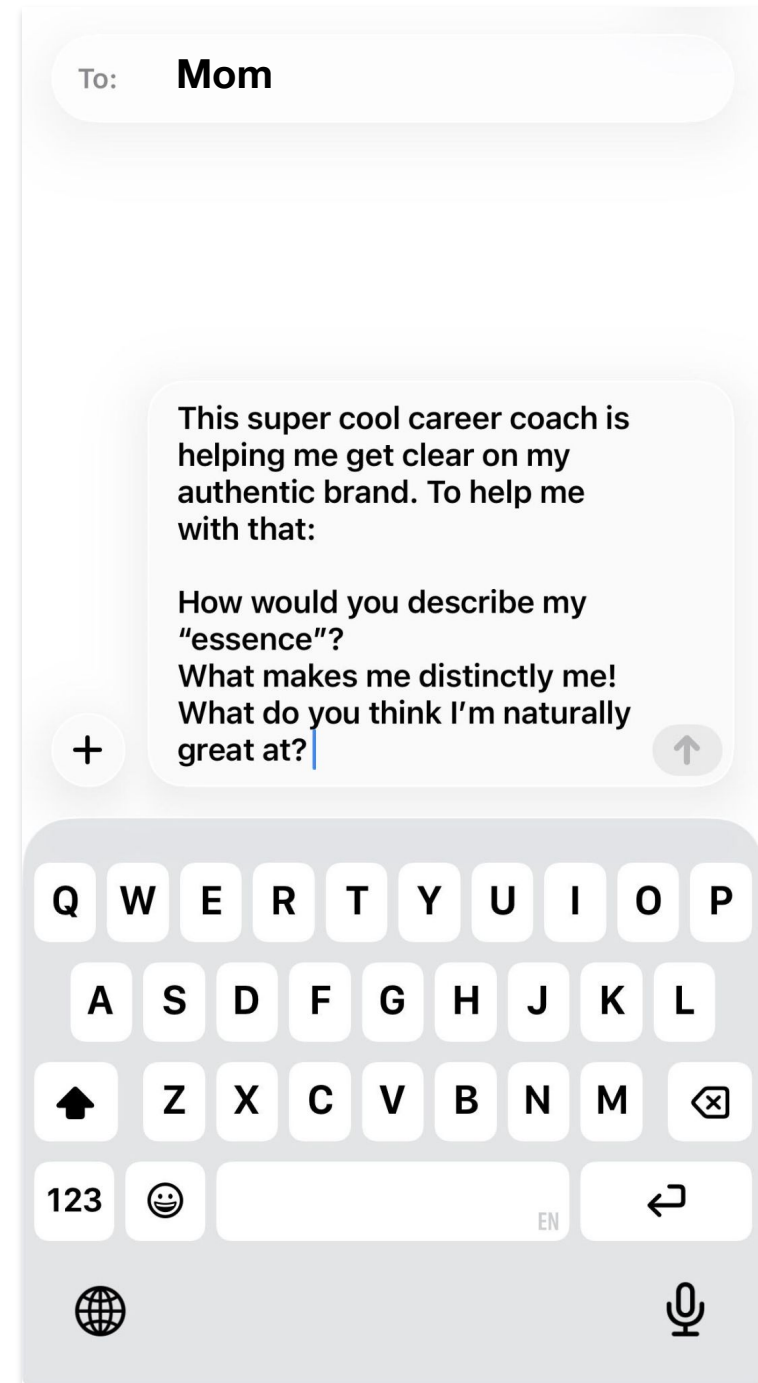
What's my imprint?

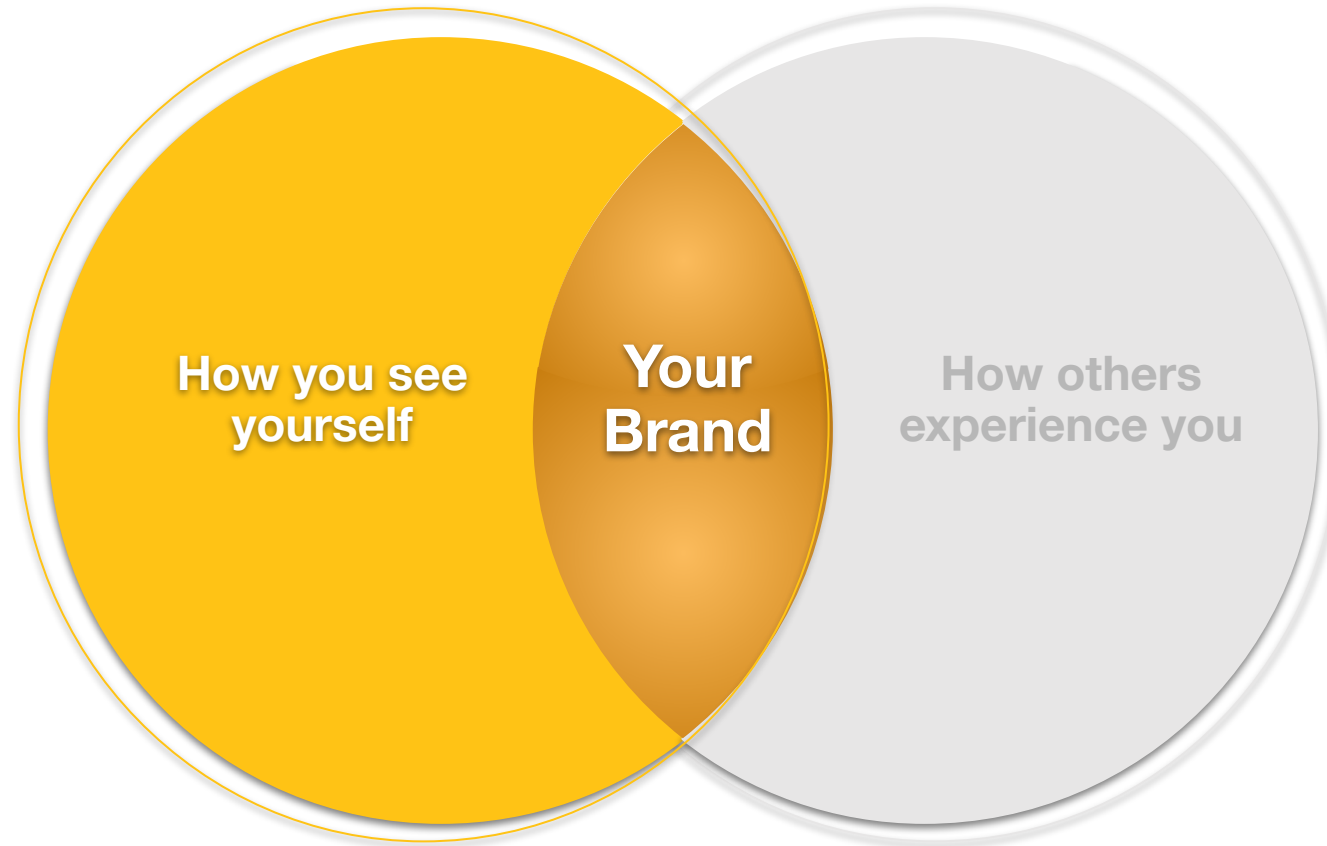
Right now, text three people you trust (2 personal, 1 professional):

How would you describe my "essence?"

What makes me distinctly me?

What do you think I'm naturally great at?





SPARK

Strengths ● Purpose ● Agency ● Roots ● Known for

S•P•A•R•K
Navigating authenticity

PERSONAL LIFE

WORK LIFE

S Strengths

P Purpose

A Agency

R Roots

K Known for

Strengths



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Your natural advantage

The stuff you're just naturally good at - even when you're not trying that hard.

Prompts:

>What do you do well without overthinking it?

>What's your "oh I got this" thing?

Purpose



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What you give a f* about

The impact you actually care about making - not what sounds impressive.

Prompts:

- >How do you naturally like to show up for others?
- >What feels meaningful for you to give your time and energy to?



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Agency

Choices only you own

Owning your decisions, growth, and how you show up - without waiting for someone else to tell you.

Prompts:

>What choice have you been putting off that's only yours to make?

>Where are you stepping up instead of waiting?

Roots



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Your internal code

The values that keep you grounded - even when things get messy or unclear.

Prompts:

>What's a "ride-or-die" value that always guides you?

>Where are you living in line with your code- and where aren't you?

wait...what are values again?

*A person's principles or standards of behavior;
one's judgment of what is important in life
(your "internal compass")*

Achievement
Adventure
Authority
Autonomy
Balance
Beauty
Boldness
Compassion
Challenge
Citizenship
Community
Competency
Contribution
Creativity
Curiosity
Determination
Fairness
Faith
Fame
Friendships
Fun
Growth
Happiness

Honesty
Humor
Influence
Inner Harmony
Justice
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Meaningful Work
Openness
Optimism
Peace
Pleasure
Poise
Popularity
Recognition
Religion
Reputation
Respect
Responsibility
Security
Self-Respect
Service
Spirituality
Stability
Success
Status
Trustworthiness
Wealth
Wisdom

Known for



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Your sparkle

The things that make you uniquely you - your energy, habits, and signature ways of showing up.

Prompts:

>What patterns or behaviors are unmistakably you?

>What do people naturally come to you for?

S•P•A•R•K

Navigating authenticity

S	Strengths	<i>The stuff you're just naturally good at - even when you're not trying that hard.</i>	<ul style="list-style-type: none">-What do you do well without overthinking it?-What's your "oh I got this" thing?
P	Purpose	<i>The impact you actually care about making - not what sounds impressive.</i>	<ul style="list-style-type: none">-How do you naturally like to show up for others?-What feels meaningful for you to give your time and energy to?
A	Agency	<i>Owning your choices, decisions, growth, and how you show up</i>	<ul style="list-style-type: none">-What choice have you been putting off that's only yours to make?-Where are you stepping up instead of waiting?
R	Roots	<i>The values that keep you grounded - even when things get messy or unclear.</i>	<ul style="list-style-type: none">-What's a "ride-or-die" value that always guides you?-Where are you living in line with your code- and where aren't you?
K	Known for	<i>The things that make you uniquely you - your energy, habits, and signature ways of showing up</i>	<ul style="list-style-type: none">-What patterns or behaviors are unmistakably you?-What do people naturally come to you for?



ACTIVITY #1: SPARK

5-min Authentic Brand Prototype



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Throw me into a chaotic shift, last-minute fire drill, or a meeting that could've been an email - I'm the one who _____ (*STRENGTHS*). I genuinely care about _____ (*PURPOSE*) and it shows up in how I _____ (*KNOWN FOR*). Currently working on actually _____ (*AGENCY*) instead of just thinking about it 🙄 I refuse to compromise on _____ (*ROOTS*). And if I'm being honest... I want to be the kind of person who _____ (*WILDCARD*)!

**WILDCARD is the version of you you're growing into- or working to become!*



ACTIVITY #1: SPARK Self-Reflection



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★ *What surprised you?*

★ *What made you LOL?*

★ *What made you want to crawl out of your skin?*

★ *What made you proud?*

Authenticity is strategic:

Clarity

Define your brand

Aligning what you say with what you do, rooted in who you are.

Conversation

Activate your brand

Delivering your brand in a way that will stick, engage, and build you credibility with your audience.

Consistency

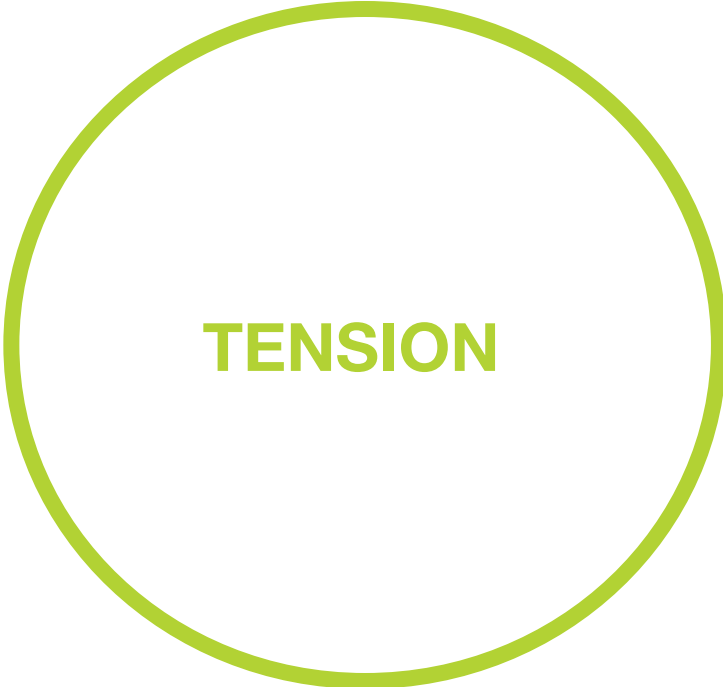
Reinforce your brand

Your brand isn't static! It's built by how you consistently show up, in alignment with who you are.

Storytelling that creates conversations



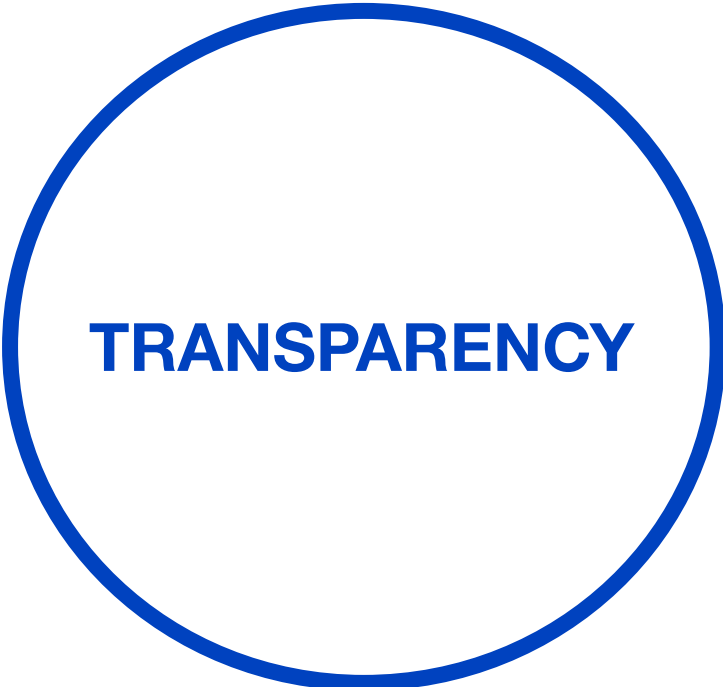
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“The interest”



“The perspective”



“The human”

CREDIBILITY



A large, light green circle with a thick border. Inside the circle, the word 'TENSION' is written in a bold, green, sans-serif font.

TENSION

Tension creates interest,
emotional investment and
curiosity.

If everything is “certain,” there’s
no reason to pay attention.

Twists and setbacks make your
audience lean in.

A large teal circle with a thick border, centered on the page. Inside the circle, the word 'EMERGENCE' is written in a bold, teal, sans-serif font.

EMERGENCE

The process of “coming into being” is what connects humans.

An audience relates more to a shift in a person or their mindset than a neat “and they rode off into the sunset” resolution.

A large, thick blue circle is centered on the left side of the slide. Inside the circle, the word 'TRANSPARENCY' is written in a bold, blue, sans-serif font, centered horizontally and vertically.

TRANSPARENCY

Transparency does more than build trust, it signals humility, accountability, and a commitment to continuous improvement.

The willingness to be seen as genuine and unscripted resonates more deeply than perfection.

For example:

Spark strength: ability to simplify complex problems



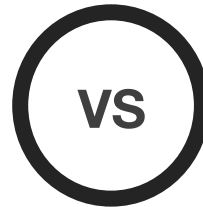
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WEAK

Last night was our biggest corporate dining event of the year, with a lot for my team to manage.

There were a few last-minute hiccups, but my team handled everything smoothly.

It reinforced how important clear communication, trust and teamwork are. Overall the event was a success.



STRONG

Last night, at our biggest corporate dining event, we missed a critical VIP's dietary restriction.

My instinct was to fix it - but i quickly realized the problem wasn't the dish - it was lack of clarity.

I paused, admitted the mistake, and explained the solution in simple steps to the client and team.

Tension shifted. Everyone could focus. We solved it. Complex problems rarely need more effort- they need clearer framing.

How can my organization show up in my stories?
(and not feel forced?)

S•P•A•R•K

Navigating authenticity

S	Strengths	<i>Which of your personal strengths show up in what your company does best?</i>
P	Purpose	<i>Where does what you genuinely care about show up in your company's work?</i>
A	Agency	<i>Which company decisions or actions make you proud to be part of it?</i>
R	Roots	<i>Which company values feel most like your own?</i>
K	Known for	<i>Where do your actions already reflect what your company is known/famous for?</i>



ACTIVITY #2: CONVERSATION

3-min Self Reflection



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Think of 1-2 stories that has had a meaningful impact on your life (personal or professional) Quickly jot a few bullets:

*What was the tension?
"The interest"*

*What emerged?
"The perspective"*

*What do you want to be
transparent about?
"The human"*

Authenticity is strategic:

Clarity

Define your brand

Aligning what you say with what you do, rooted in who you are.

Conversation

Activate your brand

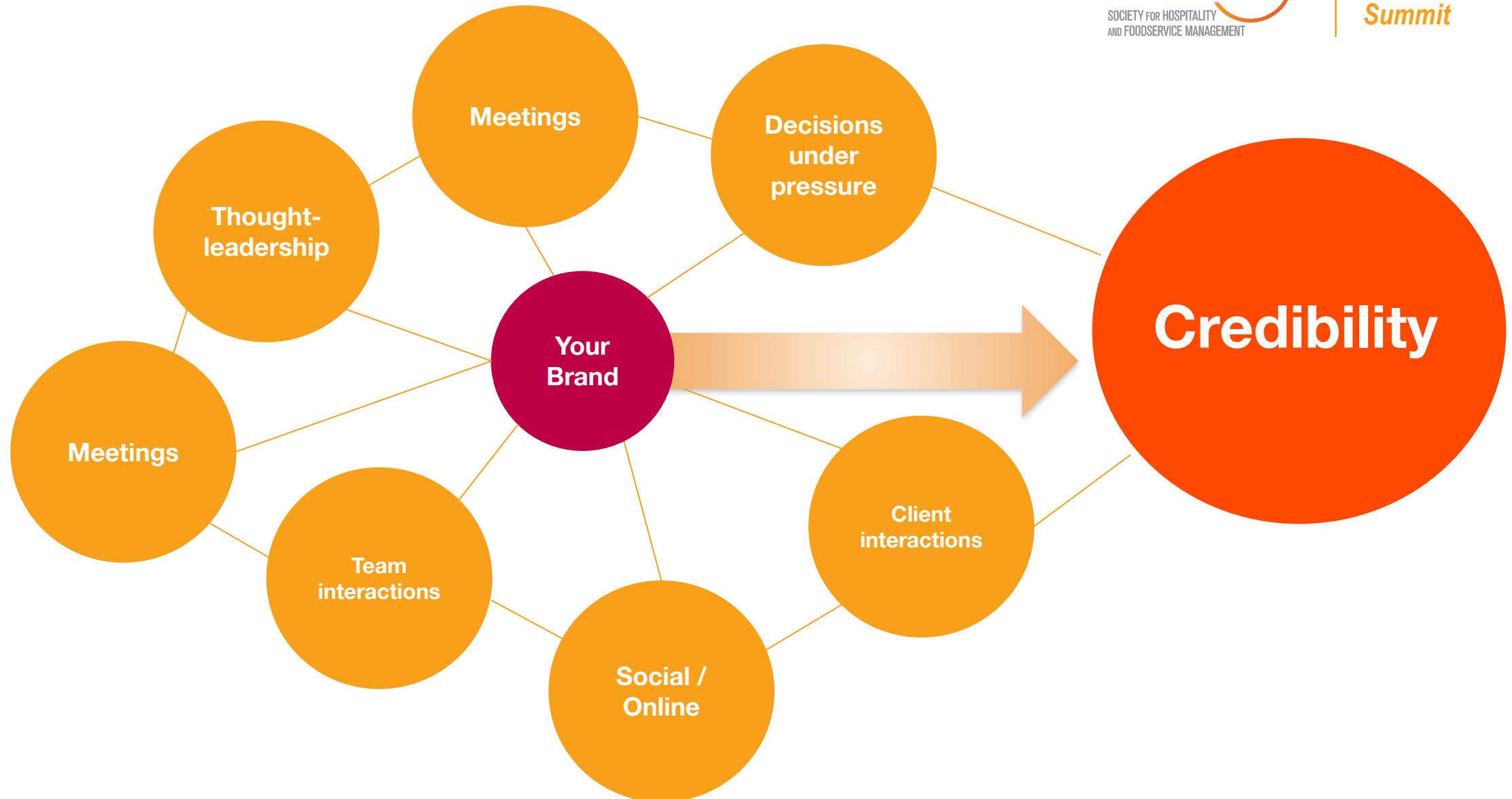
Delivering your brand in a way that will stick, engage, and build you credibility with your audience.

Consistency

Reinforce your brand

Your brand isn't static! It's built by how you consistently show up, in alignment with who you are.

Consistency fastens a credible reputation





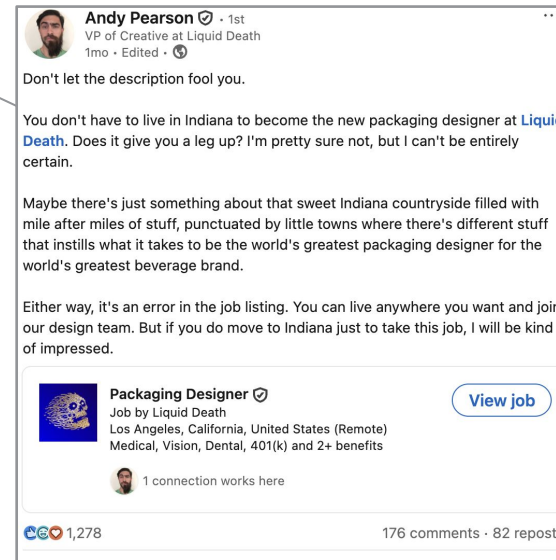
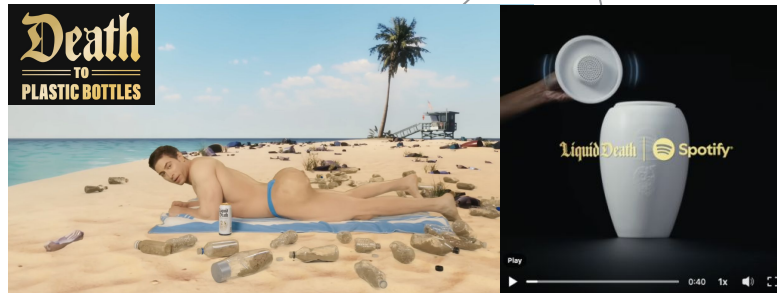
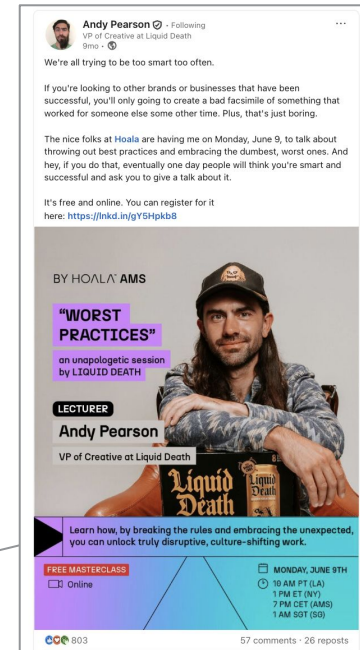
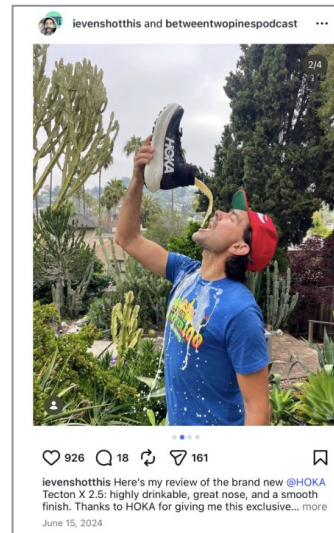
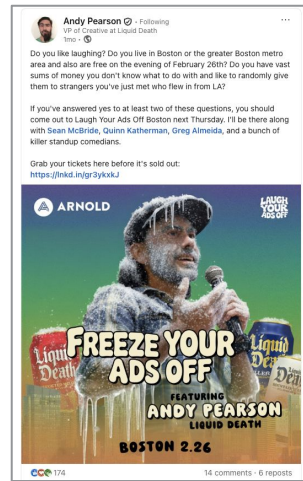
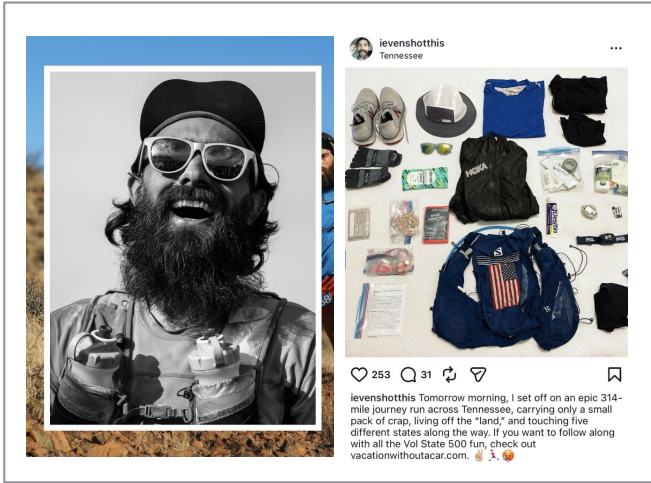
Andy Pearson
VP, Creative



duolingo



Zaria Parvez
(Former) Social Manager



PERSONAL BRAND
Bold, Disruptive

BUSINESS IMPACT
In 5 years: Revenue increased from ~\$5MM to ~330MM. Current valuation: \$1.4B.

zaria parvez
jr. social strategist

the good stuff

duolingo
June 2020 - present
Pittsburgh, PA
- Social Media Coordinator
I'm the green owl. Helped grow Duolingo's social presence. Helped gain 2M+ followers and 46 viral videos on TikTok. Gained press attention from NBC, Rolling Stone, Business Insider, The Information, Marketplaces, and more.

swift, mailp 2020
April 2020 - May 2020
Portland, OR
- Selected Social Strategy Intern
Miss Roma didn't let me intern, but I took this time to learn new ways to find unique insights in an ever-changing world and fuel my TikTok addiction.

havas, mailp 2019
June 2019 - August 2019
New York City, NY
- Strategy Intern
Translated audience insights into jumping off points for creative ideas for multiple pharmaceutical brands. Learned my strategy is only as good as the creative I produce.

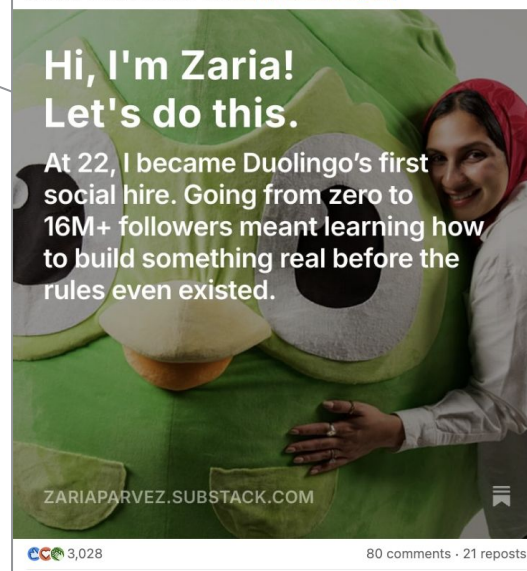
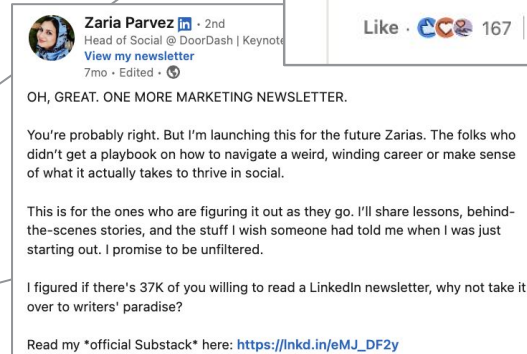
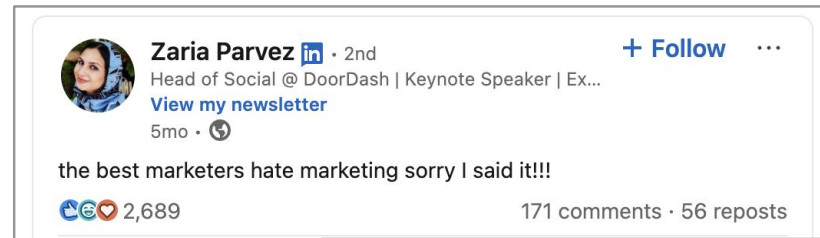
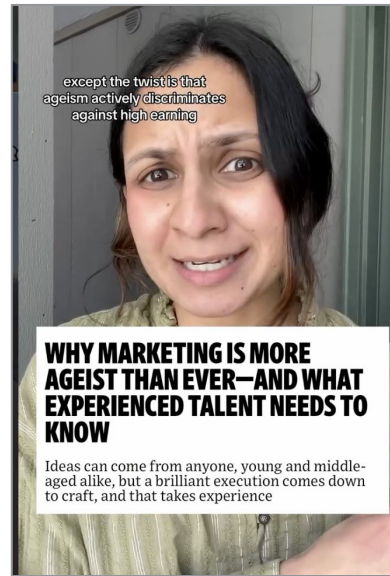
bbh
July 2019
New York City, NY
- Beautiful Minds Participant
60 hour strategy bootcamp where we learned from the best in the biz. Pitched our strategy for the Get in Touch Foundation and was selected as a finalist from 15 teams.

student
- Media Planning Director
Oversee a group of 40 students to create a nationally ranked campaign for Audible. Chose media placements within a \$5 million campaign budget and tracked impressions.

Media Planning Intern
Learned the ropes of media planning. Discovered insights about media habits for our clients.

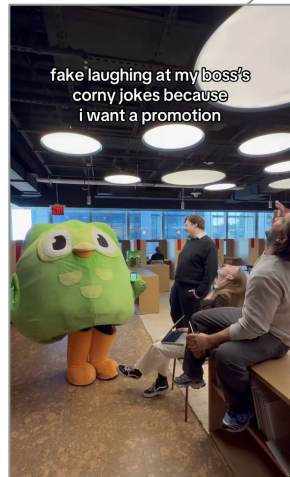
makin' mama proud
2020, NSAC National Finalists
2020, NSAC District Champions
2020, AAU's Most Promising International Student
2020, Youngbody Women in Advertising Scholarship
2018, Finalist in Griffin Farley's Beautiful Minds Scholarship
2018, NSAC District Champions
2018, AAU's MAAP 2019 Fellow
2018, AAU's MAAP Program Finalist
2018, 2019, LaGrange Scholarship
2018, Student Rep for AAU Student Conference
2018, Fall Winter Advertising Scholarship
2018-2020, Summit Scholarship

wazzzzuuup?
email: zariaparvez@gmail.com
portfolio: zariaparvez.com
phone: 503.740.1960
social: @zariaparvez

PERSONAL BRAND
Adaptive, Culturally Fluent

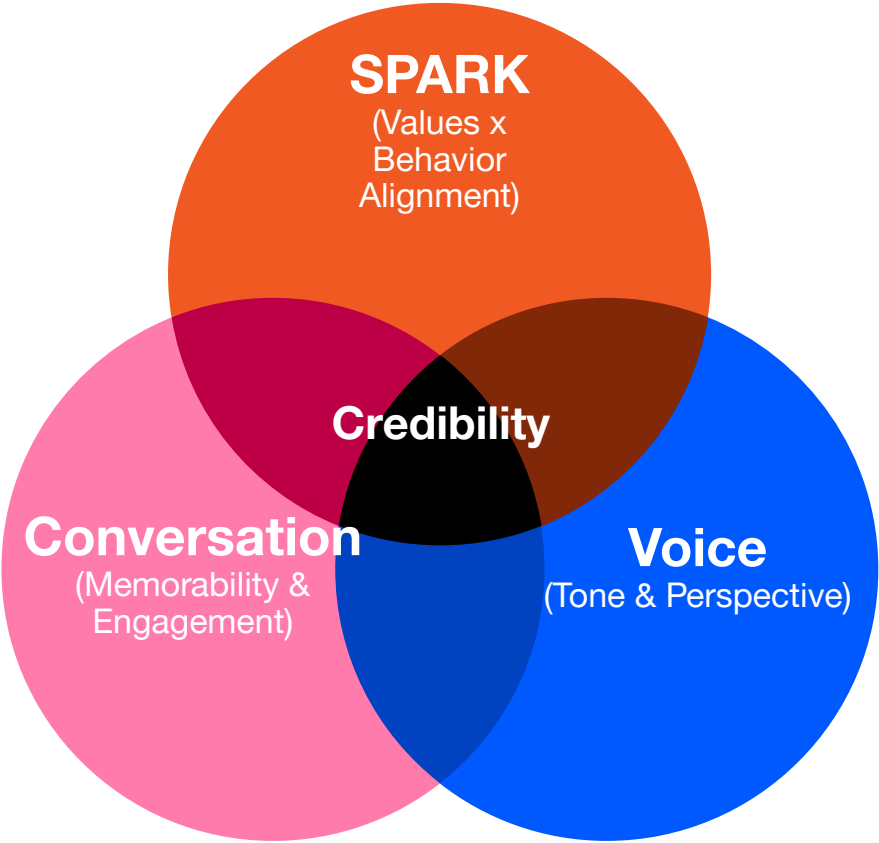
BUSINESS IMPACT
Social growth: 50K to 17M+ followers. Paid subscriptions increased ~50%. Overall revenue increased ~40%.



What *behaviors* do they have in common?



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What do *they* have in common?



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**Business lead
generators.**

**PSA: A strong, authentic brand
doesn't require disrupting an
entire industry.**



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How you make people feel after a meeting with you

How you set up an environment for your team to succeed

How you pitch an idea to a client

How you take feedback

How you collaborate with your team

How you approach setbacks

How you contribute to your organization's culture



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Key Takeaways

Key Takeaways



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Your brand is a reputation

It lives in how people
experience you

Authenticity is how you build credibility

Not “just be yourself”
- it’s strategic

Conversation + Consistency = Opportunity

Tell stories people remember
Show up repeatedly



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Channels

SOCIAL PLATFORM CHECKLIST

A checklist to help you navigate, with intention, where you want to build your presence.



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Where does my audience already spend time?

What's the content format that feels most authentic to what and how I want to share?

What platform and format type can I commit to *consistently*?

PLATFORM	AUDIENCE	BEST FOR
	Professionals, leaders, hiring managers, industry peers	Career visibility, industry insights, professional credibility, thought leadership
	Broad consumer audience, creators, personal brand builders	Visual storytelling, personality, behind-the-scenes perspective
	Learners seeking depth, niche interest communities	Long-form teaching, deep expertise, authority building
	Media, operators, technologists, real-time commentators	Quick perspectives, cultural or industry commentary
	Highly engaged niche communities and idea-driven readers	Deep discussion, long-form thinking, specialized expertise



POSTING 🔥 HOT 🔥 TIPS!



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Ask yourself:

- Is there a piece of media that would go well with this?
- Are there 2-4 hook levers you can put in the first 1-3 sentences that appear before the “see more” button?
- Can I make the hook punchier & more concise?
- Is my formatting optional?
- In addition to posting, am I being curious & engaging with my community?
- How can i loosen the grip on “perfection,” and lead with play and experimentation?