

YÈN

# YOUR BRAND

### IMAGINE YOUR FUTURE

## Reinventing

### DORIE CLARK

HARVARD BUSINESS REVIEW PRESS

#### ADVANCE PRAISE FOR

#### REINVENTING YOU

"As the corporate ladder morphs into a corporate lattice, where there is no single climb toward career success but rather a multiplicity of ways to grow, personal branding becomes your calling card. *Reinventing You* presents effective ways to help you develop your brand proposition."

> -Cathy Benko, Vice Chairman, Deloitte LLP; best-selling author, The Corporate Lattice: Achieving High Performance in the Changing World of Work

"The days of reliable, lifelong careers—complete with pension and gold watch—are over. With Dorie Clark's clear, practical, step-by-step approach to reinvention, the reader comes to see this fact not as daunting, but rife with opportunity and possibility. Enriched with riveting examples from the worlds of business, politics, and nonprofits, this indispensable guide will help you take control of and shape your professional life."

—Meg Cadoux Hirshberg, author, For Better or For Work: A Survival Guide for Entrepreneurs and Their Families "Necessity may still be the mother of invention, but today's relentlessly changing world necessitates reinvention, sometimes sequential reinvention. I can think of no better guide through that daunting process than Dorie Clark's wonderfully readable and informative book."

> -Robert Cialdini, author, Influence: The Psychology of Persuasion

*Reinventing You* is a must-read for anyone who wants to expand their career horizons and become more authentic—in work and in life."

-Chip Conley, author, *Emotional Equations:* Simple Truths for Creating Happiness + Success; founder, Joie de Vivre Hospitality, Inc.



DEFINE YOUR BRAND, IMAGINE YOUR FUTURE





### DORIE CLARK



HARVARD BUSINESS FEIR VASEAS FOUNDATION Boston, Massochue OR RE-SALE

> QUÀ TẶNG CỦA QUỸ CHÂU Á KHÔNG ĐƯỢC BÁN LẠI

Copyright 2013 Dorie Clark

All rights reserved

Printed in the United States of America

10 9 8 7

No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means (electronic, mechanical, photocopying, recording, or otherwise), without the prior permission of the publisher. Requests for permission should be directed to permissions@ hbsp.harvard.edu, or mailed to Permissions, Harvard Business School Publishing, 60 Harvard Way, Boston, Massachusetts 02163.

The web addresses referenced in this book were live and correct at the time of the book's publication but may be subject to change.

#### Library of Congress-Cataloging-in-Publication Data

Clark, Dorie.

Reinventing you : define your brand, imagine your future / Dorie Clark. p. cm.

ISBN 978-1-4221-4413-8 (hardback)

1. Career development. 2. Success in business. I. Title. HF5381.C6593 2013 650.1—dc23

2012034921

The paper used in this publication meets the requirements of the American National Standard for Permanence of Paper for Publications and Documents in Libraries and Archives Z39.48-1992.

ISBN: 9781422144138 eISBN: 9781422144145 For my mother, Gail Clark, with love