



ST. CLOUD STATE UNIVERSITY

ANCHORED RESILIENCE: BUILDING YOUR PERSONAL BRAND FROM THE INSIDE OUT

Course Description:

Part of the Women in Leadership Series, this course focuses on the many hats Women in leadership wear; leader, problem-solver, organizer, caretaker and somewhere in that mix, it's easy to lose sight of who you are beneath the title.

This interactive session blends personal branding with resilience training through the lens of Kelly Bergeron's 3 P's Framework — Purpose, Persistence, and Perspective. Participants will explore how to anchor their leadership identity in purpose, build persistence through intentional daily actions, and shift perspective to lead with calm confidence even under pressure.

Through storytelling, guided reflection/activities, and conversation, participants will learn how to align their values and strengths with their professional brand, manage stress in real time, and communicate their worth with authenticity and impact. You'll leave feeling reconnected to your "why," recharged in your work, and equipped with practical tools to lead from a grounded, resilient place, no matter what comes your way.

Learning Outcomes:

By the end of this course, participants will be able to:

- Define their personal brand and connect it to their purpose and professional identity.
- Identify their unique strengths and communication style and how these shape their influence.
- Apply persistence-building strategies to prevent burnout and maintain focus under stress.
- Use perspective-shifting tools to reframe challenges and restore emotional energy.
- Develop a personalized Brand + Balance Plan to stay anchored through change.

Course Length: **2 Hours**

Instructor: **Kelly Bergeron**

Individuals: **\$124.99**

Groups of 4 or more: **\$89.99 per person**

For each additionally registered course in the series, a 25% off coupon will be applied

Questions? Contact **Professional and Continuing Education**

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