All of us need to understand the importance of branding. We are CEOs of our own companies: Me, Inc. Our most important job is to be head marketer for the brand called YOU. -Tom Peters

This is a course about equity, core values, purpose, personal brand, and most of all- Leadership. This course prepares you to explore and develop Equity Fluent Leadership strategies based on your social identities, core values, and purpose; to be intentional about designing your personal brand; to create your personal leadership story; and finally, to express and pitch your brand externally. The course is designed in part to empower Cal student athletes to build their personal brands in a values-based, equity-fluent manner as they enter sponsorship agreements and partnerships and benefit from their Name, Image and Likeness. It is open to all students, though, as these leadership strategies are critically powerful for everyone whose intention is to be a leader and make a positive impact in our world. Now is a critically important time to take a leadership course focused on equity and ways in which to use your power, your voice, and your personal brand. This course will prepare you to be Equity Fluent Leaders who ignite and accelerate change. It is a highly engaging, interactive, and hands-on course, and you will learn from a host of professionals from the athletics and corporate world.