

Equity Fluent Leadership & Personal Brand

(UGBA 192.3)

Haas School of Business

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Mondays 5-7 pm

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.