

Equity Fluent Leadership & Personal Brand

(UGBA 192.3)

Haas School of Business

Professor: [Kellie McElhaney](#)

Spring 2023

Mondays 6-8 pm



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.

Let's be clear: We are all branding, all the time. We have a brand on our social media sites, on our LinkedIn profiles, in our job interviews, on our teams, in our clubs, and most importantly- as you grow and develop as a leader. 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.

*This course was originally designed to help empower student athletes as they navigate Name, Image, Likeness (NIL).