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).