



# LIT Topic Sheet

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## Building Your Brand (Both Within and Outside Your Firm)



What is your brand to you? What do you consider your brand to be currently? (Character, skillset, professional reputation, integrity, respect)



What types of business practices does your department have in place to maintain or enhance your brand? (Best practices, professional development, maximizing technology, etc.)



Are you a Brand Ambassador, and what does that look like to you? (Do you share your brand? "Walk the walk." Promote your brand qualities.)





# 2022 Round Robin

Our vision is to **unite** docketing professionals, **invite** the exchange of ideas, **increase** awareness, and **establish** professional connections.

Presented by NDA Board of Directors

