

Kathleen Laney, President of Laney Solutions, Authored “How to Manage and Own Your Personal Brand” International Parking

PLANO, TX, USA, October 28, 2022 /EINPresswire.com/ -- Kathleen Laney is President of [Laney Solutions](#), an executive search firm located in Denver, CO. Laney Solutions is the leading parking industry recruitment firm specializing in middle and senior management, experienced sales professionals, and executive-level placements.



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Kathleen Laney

Kathleen’s goal in establishing Laney Solutions was to provide high-quality executive recruitment to an under-served industry. And by having a narrow focus, she has developed exceptional parking industry expertise in a short period of time. The following is an article published by International Parking & Mobility Institute:

To clearly differentiate the value you bring to an organization during the interview process, you need to do more than have a good reputation. You need to have a well-crafted personal brand.

We often confuse our reputation with our personal brand – but these two are different things. Everyone has a reputation good or bad, and your reputation is largely based upon the opinions and beliefs people form about you as a result of your actions and behaviors. Your reputation is about your credibility within the industry. Your personal brand, on the other hand, is a much more intentional portrayal of your values to an interviewer. It is how you want people to see or perceive you.

Read the full article here: <https://www.parking-mobility.org/2022/10/11/how-to-manage-and-own-your-personal-brand/>

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