



Authentic Personal Branding For Military Veterans and Transitioning Service Members

In this interactive live workshop AND **3-module online course**, military veterans and personnel in transition will:

- Learn what a personal brand is through examples of great personal branding
- Identify your most important target audience(s) YOU need to motivate
- Learn must-know marketing principles to position yourself as the “must-have” candidate in your job search, college/grad school application, promotion push
- Participate in an exercise to craft a compelling personal branding statement
- Understand what not to say to a potential employer, admissions counselor, etc
- Practice introducing yourself in an authentic, memorable way to showcase your accomplishments without feeling arrogant
- Learn valuable communication skills to apply throughout your professional life

In this highly interactive workshop, military veterans, spouses and those in transition will learn key self-marketing skills they will use immediately and throughout future career transitions and professional roles. The presenter, an Air Force veteran with a graduate degree in international business and marketing, will share how she branded herself as the must-have candidate to land a global marketing management role in a European technology corporation upon leaving the active duty Air Force flight deck.

You will be asked specific questions to draw out the most significant, interesting, valuable moments from your military service and life to create your own personal brand to use in the civilian world.

You’ll learn how to create several compelling personal branding stories for a variety of situations; you will create at least one you can use with the audience you identify as most important in your life *right now*. You’ll practice communicating in a conversational way to intrigue your intended audience to ask more about you and your business (if you’re pursuing entrepreneurship).

Marketing and networking techniques the presenter used during her own military-to-civilian transition, all workshop content, processes and examples of personal branding created BY military community members are available in Graciela’s new 2020 personal branding and marketing guidebook: [B.R.A.N.D. Before Your Resume.](#)

Now a 10-time award-winning publisher, bestselling author/speaker and professional marketer of technology, events, people and products, she’s using her branding savvy to help the military community learn this critical skill set that they’ll use and appreciate throughout their professional lives.



*This topic is available as a 90-minute in-person workshop, 60-minute virtual group training session followed by individual coaching sessions to cocreate branding, and as **NEW 3-module online course.** Google “Authentic Personal Branding for Military Veterans course” to find it at [GracefullyGlobal.com/commerce](https://www.GracefullyGlobal.com/commerce).*

Graciela Tiscareño-Sato

- Personal Branding Coach & Workshop Facilitator
- Multi-industry marketer
- Bilingual keynote speaker
- Award-winning author of multiple titles
- USAF veteran

Partial Client List

CalVet

Portland State University

Towson University

University of Rhode Island

University of Idaho

Various Public Library Systems

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What People Are Saying

“Graciela is extremely personable and possesses a wealth of knowledge. I wish there were more veterans like her with the skills of public speaking to reach out as she does.” - *Kevin Morgan, Student Veteran*

“Graciela blew our students out of the water! Her workshop was very valuable. She engaged us individually, encouraged us to ask many questions and we learned much from her. Graciela’s techniques of engaging students were very effective and fun. We left with a clear understanding about how to market ourselves in order to go out into the workforce, start a business or apply to graduate schools.” -*Dali Rivera, Student Veteran, Tomson University*

“All attendants were positively impacted--transformed! There were veterans and non-veterans in the audience, and all found the workshop extremely helpful! Not only was the information pertinent to a diverse audience, but it was practical, and sophisticated advice. There were people with criminal backgrounds, substance abuse issues, and severe brain damage in the audience, and you were so compassionate and professional with them. I saw the very clear change in the facial expressions of the attendants at the end of the workshop. They were hopeful, more focused, and connected to their identity as a valuable person and member of the community. Thanks for your commitment to veterans, women, and people of color.” -*Joanna M. Arteaga La Spina, Community Learning Program Specialist, San Mateo County Libraries*

“Graciela showed us that our skills learned in the military can be repackaged to help showcase our talents. She showed us how to broadcast our skills to others by networking and branding ourselves. Most importantly, she gave us the confidence and knowledge to broadcast our talents to form our own brand.” - *Chris Powell, Student Veteran*

Biography

Recognized by the White House as a “Woman Veteran Leader, Champion of Change,” Graciela Tiscareño-Sato is a graduate of the U.C. Berkeley where she majored in Environmental Design/Architecture. She completed the Aerospace Studies program as an AFROTC scholarship cadet and graduated with Distinguished Graduate honors. She completed Undergraduate Navigator Training, KC-135R refueling tanker crew and instructor training, and flew with several squadrons at Fairchild AFB in Spokane, Washington. Her first deployment was to Riyadh to enforce the post-Gulf-War NO-FLY Zone in Southern Iraq; flying combat sorties for months earned her crew the prestigious Air Medal, the first Latina USAF aviator to receive this honor.

Graciela became a systems instructor in the classroom and in the jet. She served with NATO Battlestaff in Italy during the Bosnia-Herzegovina conflict, as a bilingual liaison officer at the US embassy in Ecuador and planned and executed a five-nation, 17-day CAPSTONE mission in introducing flag officers to their new posts in Asia. Graciela earned a Master degree in International Management, with emphasis in global marketing, from Whitworth University in Spokane. Upon separation, she was hired as a global technology marketing manager at Siemens Enterprise Networks headquartered in Munich, managing all product branding, marketing and global launches of enterprise applications, serving as media spokeswoman, and presenting to Fortune 1000 executives in two languages.

Now a social entrepreneur, Graciela is the founder of San Francisco area publishing, marketing and communications firm, [Gracefully Global Group](#), LLC. She’s the author of several award-winning books including nonfiction *Latinnovating* and her innovative, children’s picture books (*Good Night Captain Mama* & *Captain Mama’s Surprise*), the first bilingual children’s picture book series about women in uniform, inspired by her global aviation service story. She directly serves transitioning military service members, spouses and veterans, the audience for her groundbreaking 2020 personal branding and marketing guidebook titled *B.R.A.N.D. Before Your Resume*. Graciela is a sought-after, intersectional keynote speaker on topics of personal branding, entrepreneurship, innovation, and leadership and also regularly presents in schools. A detailed military bio is available at the Captain Mama site [here](#). Graciela lives in northern California with her husband and three children.

