

Creating Your Story, Marketing Your Success

Tim Scales
Director
Center for Entrepreneurship
Center for Economic Education
Senior Lecturer School of Business
Indiana University East

tiscales@iue.edu

765.973.8620

Keywords: story, professionalism, future, career, passion, purpose, education, experience, marketing, success.

Abstract:

Setting direction, communication, planning, organizing, building relationships and mentoring are components leading to the path of Teaching Excellence. The better the instructor, the better the learner. In this presentation participants will discover exploring your values and understanding your vision will allow you to follow your passion while creating the opportunity to tell your story, to inspire others and to lead with respect.

Every individual has a story to share. How the story is constructed and delivered becomes an important part of the individuals success. The key to Marketing Your Success comes from the ability to excite and enthuse others.