

CARLII LYON

REPUTATION | PERSONAL BRAND | COMMUNICATION

For the past 15 years, Carlii Lyon has been shaping the reputation of remarkable individuals from across the globe. As a former international personal publicist, her past clients include a world-leading supermodel (Miranda Kerr), New York Times bestselling authors, inventors, musicians, and even a British celebrity foot reader!

Today, Carlii is dedicated to helping everyday individuals, executives and entrepreneurs discover the power of reputation by proactively shaping their professional identities, communicating their value, and becoming visible to the audiences that matter. Recognised as a thought leader on the topic, Carlii has been invited to speak to the teams of Top 50 ASX Listed companies and iconic brands internationally; including the likes of Financial Times, Spotify, GPT Group, Gilbert + Tobin and L'Oréal to name a few. She is a regular contributor to Forbes Australia on the topic of personal branding and has been featured in Smart Company, CEO Magazine, Sky News and The Sunday Telegraph.





EMPOWERING LEADERS AND TEAMS TO CREATE A REPUTATION OF SUCCESS

"I help leaders and team members harness the power of identity, reputation, visibility, and connection so they are seen, heard and remembered for all the right reasons.

Through engaging masterclasses and dynamic workshops, my mission is to empower every participant to show up, confidently shape their personal brand and connect with the people and audiences that matter.

To date, I've had the privilege of speaking to some of the world's most loved and trusted brands. My insights have helped them cultivate a powerful presence and make a lasting impact."

"Carlii had managed to really dig deep into the inner thoughts and worries that prevent us from reaching our full potential. Her energy, genuine care and presence was memorable and we hope to have the chance to hear her speak again soon." - **Sue Mehana, HR Business Partner NIVEA**

"Carlii truly nailed the brief. The combination of her delivery style and the content presented was digestible, informative yet inspirational. Carlii's approach in asking the good questions beforehand made her resonate with the audience and for the audience to leave with actionable changes. I could not recommend Carlii more - plus, she is a total pleasure to work with." - **Bianca Doyle, Business Development Manager, Gilbert + Tobin**

"The feedback from the team was outstanding! The sense of empowerment and on point insights this workshop provides is brilliant." - **Clynton Bartholomeusz, Managing Director at Beiersdorf Australia**

SPEAKING TOPICS

The Brand in You: Shaping a Powerful Professional Identity and Reputation

Visible Women: Empowering Female Leaders to go from Invisible to Influential

LinkedIn Lab: Shape your digital identity and create connections on the world's largest professional networking site

Unknown to Unforgettable: Cultivating Executive Presence and Gravitas

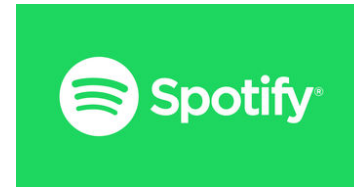


"I highly recommend Carlii as a PR personal branding expert. She has deep knowledge of the craft and art of personal branding, developed over many years of advising some of the world's most eminent individuals on their PR and brands. Her immense expertise was developed not in academia but in the trenches, solving real-world challenges for real-world companies, stars and executives. Carlii blends this high-level proficiency with a wonderful heart- all her clients know that she deeply cares. In summary: Carlii Lyon has expertise, experience, and soul. A rare combination."

Siimon Reynolds

Bestselling author of 'Winning Fast'

PAST CLIENTS INCLUDE



"Carlii possesses that rare talent of being able to connect with everyone in a room quickly and authentically, and within a couple of short but powerful hours, we were uplifted, challenged, moved and ultimately completely inspired. I highly recommend Carlii to any business that believes that their team are worth investing in." - **Tina Bannister, General Manager, Elizabeth Arden**

"I genuinely felt this is one of the best workshops I have attended." - **Sharleen Phengsavath, Senior HR, REVLON**



"Carlii, has a unique brand of grace, compassion and insight. Her ability to help her clients get clear on their personal brand is second to none".

Karen Lawson, Managing Director, Spotify Australia/New Zealand

"Carlii conducted a motivational development session for our top salespeople to challenge their thinking and encourage them to have full confidence in their own value. The session prompted lots of discussion and achieved the goal of the team feeling invested and engaged. The feedback has been overwhelmingly positive, and I appreciated Carlii's insightful tailoring of the content for the group."

Rosi Fernandez, La Prairie, Managing Director, Australia and New Zealand