# CDU Receipt

**The Waza of Goal Setting and Creating your Brand**

However, it's one thing to communicate a goal either, written or verbally, and it's another thing to go through the process of achieving that goal. How hard are you willing to work? How much are you willing to invest? What resources are you willing to tap in to? How BADLY do you want it? There has to be intention when setting goals. A goal should mean something and should have actionable steps taken to achieve it to ensure success. It's time to take some time to just focus on YOU!!!!!

In this 1-hour session participants will learn:

* How to approach goal setting

1. How to define goals

2. How to determine and define your brand

* How to create your brand

3. Brand Do's and Don'ts

4. How to measure success

**ID:** IIBACIC2019\_12  
**Contact Hours:** 1

**BABOK Coverage:**  BABOK Ch 9 – Underlying Competencies

## Presenter(s)

**Paula Bell**

Paula Bell is the CEO of Paula A Bell Consulting, LLC. She is a Business Analyst, Leadership and Career Development coach, consultant, speaker and author with 21+ years of experience in corporate America in project roles to include business analyst, requirements manager, business initiatives manager, business process quality manager, technical writer, project manager, developer, test lead and implementation lead. Paula has experience in a variety of industries to include media, courts, manufacturing and financial. Paula has lead multiple highly-visible multi-million dollar technology and business projects to create solutions to transform businesses as either a consultant, senior business analyst or manager. Currently she is a Business Initiatives Manager leading a revenue team to build capabilities to bring new and innovative products to market.

Through her 5-tier consulting business model, Paula helps individuals find their passion, build their brand, and enhance their skill sets through consultations, coaching and customizable documentation. In hopes to empower and motivate others and themselves, through a structured journey of self reflection and awareness as a catalyst for unlimited success.

Paula is originally from Brooklyn, NY. She graduated with a Bachelors of Science in Management Information Systems from Oral Roberts, University located in Tulsa, OK. Paula is currently married and resides in Iowa with her husband and twins (boy/girl). Paula is extremely active in her community as she is the Past President of the Rev. Dr. Martin Luther King Jr. Scholarship Fund which provides scholarships to minorities attending Iowa institutions as well as volunteers for many different community events. Paula also studies and trains martials arts and achieved her 2nd degree black belt designation in August of 2018.

## Event Details

## **Date:** 19-Dec-2019 at 11 am

**Host:** Wellmark BCBS

**Location:** 1331 Grand Avenue, Des Moines, IA 50309

# Validation

This receipt is proof of attendance at the meeting described above by the following individual:

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Attendee Name