SPEAKING ONE-SHEET

Eric Chow, **Speaker.**

Addicted to adventures & good questions. COO of the consulting firm redefining personal branding for executives & public figures.



WHAT HE SPEAKS ON

INTRAPRENEURSHIP

Running the Firm Behind a Founder

How a personal branding firm divides the vision and the execution, from the Chief Operating Officer of Mashman Consulting Group.

THE METHOD

Identity Positioning™ From the Inside

The methodology Eric developed with Isaac Mashman, and what it asks of an executive.

DECISIONS

Making Quality Decisions

Knowledge, input and counsel, and definiteness: the formula Eric set out on his podcast.

MOTIVATION

The Front Row Mentality

A simple, underused principle for motivation, inspiration, and making the most of an opportunity.

REPUTATION

The Personal Brand You Already Have

What a reputation did for Eric long before he worked in personal branding, from the foreword of the Manifesto.

CONVERSATION

The Craft of the Conversation

Lessons from more than sixty episodes of interviews and monologues.

GROWTH

Personal Development

Habits, mindset, and the reading behind Chow's Choice, put to work.

TEAMS

Team Development

Building people inside a firm: training, accountability, and a team that can carry the work.

OPERATIONS

Operational Planning

Turning company strategy into plans, routines, and execution that hold.

COMMUNICATION

Interpersonal Relationships and Communication

How conversations build trust, and how trust carries a working relationship.

NETWORKING

Networking

The knack that opened doors for Eric: hosting events, finding mentors, and keeping relationships alive.

THE ROOMS

ROOMS

Private groups, leadership and team sessions, workshops, panels, and corporate and industry events

FORMATS

In person or virtual; a talk, a conversation, or a working session

BASED

Union City, California

SHORT BIO

Eric Chow is the Chief Operating Officer of Mashman Consulting Group, a personal branding consultancy, and a co-developer of its Identity Positioning™ methodology. He edited the Second Edition of Personal Branding: A Manifesto on Fame and Influence and wrote its foreword, and hosted The Eric Chow Empowers Podcast, which has been listened to in 100+ countries. He is based in Union City, California.

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