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**For Immediate Release**

## **Professionals to Get a Leg Up in Improving Their Career Image with New Career Branding Evaluation Tool**

Dallas, TX (September 18, 2015) - **Individuals who want to get ahead in their career will have a new ally to help boost their efforts when Career Branding Strategist, Latrice Collins, launches her career branding evaluation tool, Career Brand 360™ on October 9, 2015.**

The Career Band 360 is a powerful web-based career brand evaluation tool that allows users to identify the strengths and blind spots of their personal career brand. The Career Brand 360™ is built using behavioral based questions linked to quantitative results. Users will have to complete a self-evaluation and then invite others they respect to evaluate them. The end product is a comprehensive comparison report of one's overall career brand.

Commenting on the new tool, Collins said: "*The Career Brand 360™ is a game changer. Imagine if you really knew how decision makers viewed your job knowledge, business knowledge, judgement, service quality, or even charisma. How far could you soar in your career if you knew your strengths and areas of opportunities? The sky is truly the limit. For me I'm shooting for Mars.*"

With 15 years background in Human Resources and 10 years working in various leadership roles, Collins has helped several individuals and companies in identifying, building and enhancing their career brand. One client had this to say: "*The absolute best instruction, facilitation, encouragement I have ever received! 'What Matters Most' best instructor I have ever had!*"

Knowing how other's view one's career brand is very empowering and the Career Band 360™ provides valuable insight. The results will help users identify the areas they need to strengthen and others that can be marketed. This makes it an ideal tool for negotiating higher salaries or promotional opportunities.

For further information about The Career Brand™, please visit:  
<https://thecareerbrand.com/media>.

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