



DOROTHÉE LOORBACH

Expert in personal branding and internal branding. Author, [TEDx] speaker, trainer, and moderator

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- Founder of SOUND OF CONFETTI for personal and internal branding
 - As an internal branding expert, she helps organizations deliver on what they promise
 - In her TED “10 things I learned from losing a lot of money”, she addresses how losing almost everything became her greatest success
 - Author of “Broke”, a book that helps others learn from her mistakes for people all over the world become more successful in both business and life
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Dutch based entrepreneur Dorothée Loorbach is the founder of SOUND OF CONFETTI personal & internal branding. With 20 years of experience in marketing and branding, she helps individuals and organizations build strong brands by discovering who they truly are, becoming better at being themselves, and having the courage to stay true to what they stand for, and what they aim for.

With personal branding, she focuses mostly on students, graduates, and young professionals, as her personal mission is to help this generation find a stronger sense of autonomy and discover who they are and what they want, despite an education system that is ridiculously outdated and leaves hardly any room for this. Universities and colleges hire her on a regular basis to develop programs and master classes for their students and graduates. She teaches, inspires and coaches on topics such as purpose, autonomy, personal leadership, profiling, networking, values, innovative thinking, creative thinking, goal setting, job hunting, etc. She also applies this to the corporate world, where she focuses mainly on young professionals and how to recruit, retain, and motivate them. This is where personal branding meets internal branding.

As an internal branding expert, she helps organizations deliver on what they promise. To their clients and to their people. By never investing in image, for instance. And by not only translating their brand to communication, but, first and foremost, into behaviour. Which not only strengthens your brand, but also makes your employees choose to work for you because they believe in you, not just because their paycheck comes from you.

She speaks about a variety of topics, which have in common that she goes straight to the essence and she wants to talk about what is real. She did two TED talks. The first was ‘Why you should never look for a job’, a 3 minute talk in The Netherlands about purpose. The second was a full 18 minute talk in Germany: [“10 things I learned from losing a lot of money”](#), in which she describes how losing almost everything became her greatest success. With the talk and her book “Broke”, she wants to help others learn from her mistakes and help people all over the world become more successful in both business and life. In the first two weeks after it was published, this talk was viewed by over 800.000 people around the world.

Both as a speaker and as a moderator/presenter/chairman, she moves the audience, dares to improvise and to use her sense of humour. Whenever possible, she customizes as much as she can to the specific needs of the audience, both in preparing and live on stage.

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- Purpose
 - Money
 - Entrepreneurship
 - Independent professionals
 - Education
 - Personal leadership
 - Branding, personal branding
 - Internal branding
 - Failing
 - Mindset
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