

Building Your Own Brand

Half-day Workshop

About this workshop

Our brand is shaped by how others perceive us: what we do (behavior); what we say (communication); and how we look (personal presentation). Successful business professionals consistently revisit these areas to check that all three are supporting their desired image.

This workshop gives you a better perspective on how others perceive you and what you need to do to build a positive personal brand. You also learn to align your communications to support the brand called “You.”

Who should attend

This workshop is for people who want to excel in their jobs and build successful careers. It is particularly appropriate for people who are in – or who aspire to – leadership positions.

We suggest a maximum of 15 participants for this workshop.

What you will learn

In this workshop, you will learn to:

- See all communication (verbal or written) as an opportunity to build your own brand
- Recognize what good branding looks like
- Assess the strengths of your personal brand
- Align what you say, how you say it and how you look
- Communicate in a way that builds relationships and conveys values and beliefs

What to expect

This workshop is fast-paced and enjoyable. You leave with a **30-Day Development Plan** for developing a positive personal brand.