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# The brand Called 'You'

## **PROGRAM OVERVIEW:**

We each have a personal brand that we project. The way we are perceived in the workplace, by leaders and colleagues, and by customers, helps us build trust and credibility. Developing a strong network and sharing your personal brand enables you to create new connections that are critical for enhancing your work and career.

This workshop examines how your brand can help or hinder your career progression, and identifies ways to develop a positive and confident brand. We will also look at the importance of networks, and finding effective ways of building yours, using the many networking opportunities available.

## **KEY LEARNING OUTCOMES:**

By completing this course you will learn how to:

- Identify the benefits of effective brand management.
- Develop awareness of your own actual perceived brand.
- Reflect on the key aspects of your aspirational brand.
- Find pathways for building your exposure.
- Develop more comfort around networking.
- Consider the different types of networks and self-assess your own.
- Design and deliver an elevator pitch.
- Enter, maintain and exit networking conversations successfully.

## **WHO SHOULD ATTEND?**

- Everyone who wants to be a better and more productive contributor or manager, and who wants to progress their career. Whether you are an individual contributor, team member, CEO or consultant, your brand is key to strong relationships and doing your best work.

## **PROGRAM INCLUSIONS:**

All participants will receive

- Training from an accredited facilitator.
- Pre-workshop preparation pack.
- Workbook with key concepts.
- Post workshop learning transfer activity – supports practice of new behaviours in the workplace.



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## **DURATION:**

- This is a one-day course, available in one full day, or two half-days, and either virtual or face to face.

## **PROGRAM PREREQUISITES:**

There are no prerequisites for this course. Participants are advised to bring relevant workplace examples and challenges that they can focus on throughout the course.

## **DETAILED PROGRAM OUTLINE:**

### **Module 1: Start with The Why**

- Setting the context
- What is personal brand?
- Why is managing your brand important for success?

### **Module 2: The Brand Called You**

- Ourselves as a branding exercise
- Aspirational and actual brand
- What is my perceived brand?
- What do I want my brand to be?
- Optimising your socials

### **Module 3: Networking - The Good, The Bad and The Ugly**

- Benefits of networking – is it worth the pain?
- Small group discussion and plenary debrief - reframing self-limiting beliefs
- Strategies to manage self-talk and nerves

### **Module 4: Tools For Talking**

- Approaching and starting a conversation
- Your elevator pitch
- Small talk starters and big talk questions
- Escaping without damage
- Following up

