



## PERSONAL BRANDING

### Objective

In today's highly competitive market, personal branding has become an important way in which you can stand out from the crowd. In this training we work on your brand and make an action plan in branding yourself.

By the end of the training, participants will be able to:

- Discover your passion to achieving your goals better
- Understanding that it's okay to talk about yourself
- Your story what makes you special
- Create relationships, relationships that lead to opportunities
- Take action to brand yourself

### Summary of content

- **Branding:** What is branding? The importance of branding. What are the key branding terms?
- **Define yourself and your vision:** Who are you? What are your values, your strengths and weaknesses? What skills do you have that you can offer to your clients? What are your visuals for your values?
- **Record your goals:** In order to achieve your vision, what are your goals? Your goals will act like stepping stones towards your vision.
- **Your brand action plan:** What kind of brand you wish to be seen as? What does your environment currently think of your brand? And what do you want that your environment think of you? What makes you different? What to do to increase your brand visibility?
- **What is the brand of your colleagues:** Who are they? What are their values, what are their strengths, weaknesses and what are their motivational drivers? What skills do they have that they can offer to your clients?
- **Effective relationship:** What are relationship killers? What makes an effective relationship? How to build exceptional relationships with colleagues at work? What is your action plan in building exceptional relationships with each of your district managers?

### Structure

During the course you will work in a step by step approach in defining your brand. You share and present your outcomes frequent to the whole group.

### Recommended participants

Suitable for employees at all levels in the organisation that want to become more visible and get clarity on their brand.