

# Define and Develop your Personal Brand

Position yourself for success by confidently creating and showcasing your strengths in an authentic memorable way.

In today's competitive market, personal branding is a necessity for the success of any organisation. Failing to align the company brand with the people who represent it can lead to negative perceptions, distrust and loss of client loyalty. Empowering individuals to take control of their professional presence to increase their influence and to build and maintain crucial relationships ensures they gain respect as a leader and teaches others to trust, value and respect them. This highly interactive and powerful course provides participants with the tools to discover, develop and present a clear, consistent and certain personal brand to further elevate their presence, communicate with confidence and positively impact those around them. The result? Successful brand ambassadors for your organisation.

## Snapshot

Duration: 90 minute

## Learning Outcomes

- By the end of this session you will know how to:
- Be confident in 'brand you'
- Elevate your profile
- Become more 'present' and visible
- Be relationship driven
- Discover your brand essence
- Create your personal elevator pitch
- The 3Vs of engagement (visual, vocal, verbal)