

PERSONAL BRANDING WORKSHOP

ABOUT THIS PROGRAMME

Your brand should reflect the person you are and the person you strive and want to be. Like any other brand, your personal brand should make a straightforward and easily grasped proposition. When you maintain an authentic and consistent presence, people will come to recognise and respect you.

KEY TOPICS TO BE DISCUSSED

- General introduction to branding and the nature of brands
- Managing your reputation, managing your brand
- Elements of personal branding (body language, dress code, understanding boundaries)
- Social media and its impact on your personal brand
- Your brand in the office environment
 - E-mail etiquette
 - Appropriate vocabulary for different contexts
 - How to make an impact in meetings/first impressions

BY THE END OF THE WORKSHOP YOU'LL:

- Acquire an in-depth knowledge of the key aspects of personal branding
- Be able to unlock your personal brand
- Understand the different elements of personal branding and how to successfully apply it (body language, dress code, tone of voice)
- Be equipped to fully understand the impact of your personal brand on your surroundings
- Learn the impact of social media on your personal brand
- Acquire step-by-step guide on how to manage your brand in the office environment
- Share in the personal experience of the trainer and practical examples

WHO SHOULD ATTEND

- Anybody who cares about their personal brand
- HR managers
- Middle and senior managers
- Receptionist/Front office employees
- Training managers