

## Building Your Own Brand

### Course Objective

Your employees will leave this half-day workshop with tools and resources to help them use communication skills to better build their personal brand. They will gain a better perspective on how they are perceived by others and what they need to do to build a positive brand image.

**Enrolment:** We suggest a maximum enrolment of 16 participants in this workshop.

*"Everything you do, and everything you choose NOT to do, communicates the value and character of the brand called You!"*  
- Tom Peters

Our brand is shaped by how others perceive us: what we do (behavior); what we say (communication); and how we look (personal presentation). From time to time, it pays to take a hard look at these three areas to check that they are supporting our desired brand image. That's what this workshop is all about.

### Who Should Attend

This workshop is designed 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.

### What Participants Will Learn

By attending this workshop, your employees will learn to:

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

They will also leave the session with a 30-Day Development Plan for developing their personal brand.

