

Personal Branding

When you think "Porsche or Buick," or "Tim Hortons or Starbucks," your mind and body, including both logical and emotional pathways, start to interpret the branding behind these names in order to arrive at an opinion and a course of action. This is what "branding" is all about. But it is not restricted to consumer products. Personal branding, the process by which we market ourselves to others, is an essential component of personal success and business success. For entrepreneurs as well as those involved in corporate teams, the ability to create, maintain and project a memorable brand distinguishes you from the field and reinforces your value to those with whom you do business.

Our Personal Branding program delivers the knowledge and skills to enable every participant to identify and/or improve his/her personal brand across a wide range of platforms, including:

- visuals: clothes, grooming, appearance
- interactions: voice, speaking style, active listening, body language, social interaction skills
- tangibles: business cards, written style, voicemail and recorded messaging
- social media positioning: LinkedIn, FaceBook, Twitter and others
- social media creativity: blogs, postings, texting and email
- time management: promptness, punctuality, reliability
- corporate synergy: integrating your company's brand into your own
- feedback generation: learning and monitoring your brand's perception

Our full-day or half-day session uses as much or as little interaction as required including:

- PowerPoint visuals
- Video recording and playback of participants
- Guest speakers with clothing samples

Benefits for the individual participant:

- Practical and complete self-awareness
- Improved presence and marketability
- The ability to distinguish oneself from competitors, for business development, and career management

Benefits for the organization:

- Distinguished and memorable professionals who enhance the organization's own brand
- Employees who are more engaged, confident and productive
- Improved competitive edge

We hope this summary fully explains the purpose and outcomes of this workshop. If you have further questions, please feel free to contact me directly.

All the best,

A handwritten signature in black ink that reads "Steve". The signature is written in a cursive, flowing style.

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