

## Personal Branding Workshop

### Course Duration 1 Day

Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. Understanding Personal Branding will provide advantages in your participant's personal and professional lives. Branding is a mix of how you present yourself and how others see you. It is important to be aware of how you are viewed.

With our Personal Branding course your participants will be able to share their vision and passions with others in your company. Utilize this knowledge through Social Media to define and influence how others see you. You are your brand so protect it. Live it.

### Course Objectives

At the end of the course participants will be able to:

- Define your image.
- Control your image.
- Understand how to sharpen your brand.
- Use social media appropriately.
- Manage your brand in a crisis.
- Develop a professional appearance.

### Course Outline

#### Defining Yourself (I)

If You Don't, They Will  
Brand Mantra  
Be Real  
SWOT Analysis

#### Defining Yourself (II)

Pillars  
Passions  
Define Your Strengths  
The Three Cs

#### Controlling and Developing Your Image

Clear and Defined  
Consistent Image  
It Takes a Commitment  
Live It Every Day

#### Personal and Professional Influences

Corporate and Personal  
Integration  
They Will Influence Each  
Other  
Be a Professional

Build Rapport

#### Sharpening Your Brand

Bogging  
Authenticity Is Key  
Transparency  
Networking

#### Appearance Matters

First Impressions  
Rise Out of the Crowd  
True Reflection  
Dress for Success

#### Social Media (I)

Needs Constant Monitoring  
Security  
Have an Objective  
Promote

#### Social Media (II)

It's a Tool  
Content is King  
Have a Gimmick  
Don't Ignore Any Mentions

#### Brand Management During a Crisis

Caught in a Bad Spot?  
Never Burn a Bridge  
Information  
Monitor and Respond

#### Branding Personality Traits

Identify Your Unique Values  
Be Bold  
Think Outside the Box  
Fail.Learn.Repeat