



Personal Brand - Maximizing Personal Impact

Select Your Learning Style

Facilitator-led 2 Day Program (Classroom)

OR

eLearning format (Self-paced)

Please refer to Pricing Page for cost per participant

This course is an exploration about the type of impact we want to have in life and work. Participants will consider and define the influence that they can have on their life and work. They will also learn skills for success and how to create those circumstances.

What Will Participants Learn?

- ✓ Speak in terms of the impact and influence that you want to have in life and work
- ✓ Understand your personal style in terms of your personal brand
- ✓ Develop skill in areas like focus, concentration, and communication to support your brand
- ✓ Build credibility and trust by living your brand
- ✓ Take ownership of your image, both online and in person

What Topics are Covered?

- ✓ Importance of a personal brand
- ✓ Your brand approach to others
- ✓ Looking at the outside and the inside
- ✓ Setting goals
- ✓ Networking for success
- ✓ Communication strategies
- ✓ Building your credibility
- ✓ Brand You
- ✓ Living your brand
- ✓ Managing your social media presence
- ✓ Having influence
- ✓ Dealing with challenging people
- ✓ Presentations and meetings

What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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