

## Overview

We are constantly presenting our brand to others, be it good or bad. This course provides an overview on how to consciously assess, develop and present a consistently good personal brand. As good performance alone is no longer enough to succeed we need to ensure we are more visible to key stakeholders and representing ourselves in the best light possible.

## Who is it for?

All members of staff who would wish to increase an awareness of how they present themselves within the workplace.

## Course content to include...

- Course overview & objectives
- Personal Brand overview
- Self- assessment
- Introduction to Brands - mission statements & brands
- Personal Brands
- Recovering from a poor brand
- The Chimp Paradox and managing your inner chimp
- Developing your Personal Brand
- Making a good first impression
- Aligning your brand with your organisation's brand
- Presenting your brand

## By the end of the course learners will be able to...

- To define personal brand & what that means to you
- To understand the impact our brands have on others
- To develop your brand for the future
- To communicate your brand more intentionally
- To align your personal brand with the organisational brand

