



Brand ME - Personal Branding and Image Workshop for

Sample Session Plan for mixed delegates Full-day

- Welcome and Introductions
- The absolute power of first impressions and non-verbal communication
- Propelling the people element of the corporate brand
 - Corporate image + personal image
 - The personification of the corporate brand
- How we are perceived by the outside world
 - Does your appearance say what you say you can do?
 - Image Audits
 - How do you think your image measures up?
 - Do you get noticed?
 - Managing your Visibility
 - Internal and external communication
 - Consistency of Brand
- Building a Personal Brand
 - The Image Iceberg
 - The Walking TALL 7 Big Strides™ to Personal Branding
 - Discovering Personal Brand Values
 - Body Talk
 - Eye Contact
 - Handshakes
 - Posture
 - Are you being heard? – voice impact
 - Influencing and confidence with your Brand
- Presentational Brand
 - Adding impact and personal style to presentations, formal and informal
 - Feedback on individual presentations
- Social, dining and business etiquette and networking skills

- Your personal “packaging”
 - Packaging and marketing yourself
 - Being memorable for the right reasons
 - Colour Analysis
 - Wearing Colour for impact
 - Body shapes, proportion and scale
 - Best styles of suits, jackets, trousers, skirts etc for each body shape
 - Why it's important to get it right
 - Appropriate dressing for different business situations and clients
 - The Dress/Down-Smart Casual global phenomenon
 - Casual Power or Casual Calamity?
 - The ‘rules’ of dressing down and retaining positive impact
 - Trend reversal – refresher tips for suited looks
 - Image wreckers and how to avoid them
 - The “rest of the gear” - accessories (shoes, jewellery, belts, briefcases, watches etc)
 - Groom for Improvement
 - Shaving and skincare
 - Hair
 - Nails
 - Make-up for women
 - Personal Hygiene

Materials included for each delegate:

Comprehensive Participant Workbook
 Walking TALL book - signed
 Image Iceberg booklet
 ‘George’ Giraffe (for keeping momentum going)
 7 Big Strides™ keycard

Extra optional materials for each delegate:
 Audio CD – Taking Control of your Personal Brand - £19.50
 Colour palettes with 18 colour swatches - £6.50

Please call Sue Liney on 01442 876488 or email sueliney@walkingtall.org for more information.