

One-day Masterclass: Taking Control of your Personal Brand

Unleash your Personal Brand

This could be one of the best training investments you have ever made! In an interactive, inspiring and motivating session you will increase your personal effectiveness by truly unleashing the powerful personal brand that you already have hidden inside, by learning key steps and tips and by interacting with others with a similar desire to improve their image impact.

What's this event about?

In today's fast-paced business world, quick decisions are made based on intuition and instinct. With Internet, email, video conferencing and home working, it's easy to believe that face-to-face communication is no longer important. Nothing could be further from the truth – in reality PEOPLE are becoming the differentiator in every business today. When we get swept up in busy lives, it's often inevitable that we miss the fundamental tools that can make life easier. This course is all about maximising that business tool that we all have – that of our personal image and personal brand, and how to use it to propel you towards even greater exposure and career success.

What's covered in the course?

First Impressions

You have just 30 seconds to make a positive impact – how do you come across? Learn how to maximise your first and lasting opportunity to impress.

- The power of initial impact
- Key non-verbal elements of communication
- The 30-second test

Reflecting the Corporate Brand

Consistency of brand is key – what messages do you as an individual portray about the corporate brand? Creating a synergy between the corporate identity and its people is vital to business success.

- Personifying the key corporate brand values
- How to maximise your career success through balancing the corporate brand with your personal brand

Developing a Strong Personal Brand

We're familiar with companies branding a product to gain greater customer awareness and interest, but what about branding 'yourself' for the same reasons? This session will show you how to identify, develop and maximise your personal brand values for greater exposure and success.

- What is a Personal Brand?
- Unleashing personal charisma
- Building self-confidence and influencing skills
- Body Talk – is it hindering your personal impact?
- Are you being heard? Is your voice 'saying' what you want it to say about you?
- Being memorable for the right reasons

Presentations and Meetings with Added Impact

Creating that 'wow' factor and learning techniques to make your presentations stand out from the crowd.

- Getting the key points across in the way you want to
- Engaging your audiences
- Retaining interest
- Key tips for exceptional presentations

Networking and Social Skills

Do you find entering a room and talking to people difficult? Learn some skills that give you confidence and make life easier.

- Socialising at corporate events
- Working a room – effective networking and small talk
- Cross-cultural differences

Dressing for Impact

A large percentage of the impact we make on people is based on how we look and act. Like it or not, your dress says a lot about you as a person. Learn some key tips and pitfalls on dressing for success.

- Appropriate dressing for all situations
- Casual Power - the 'dress down' phenomenon made easy
- Top 10 tips for being well-dressed
- Avoid the most common image wreckers
- Using colour for retaining attention and sharpness
- Current business trends and styles
- Attention to detail – the rest of the gear

Materials included for each delegate:

- Participant Workbook
- Image Iceberg booklet
- A copy of Lesley Everett's book 'Walking TALL, key steps to total image impact'
- 7 Big Strides keycard
- George' Giraffe (for keeping momentum going)

Extra optional materials for each delegate:

Audio CD – Taking Control of your Personal Brand - £19.50
Personalised Colour Palette with 18 colour swatches - £ 6.50

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