



PERSONAL BRANDING WORKSHOP: CREATE POSITIVE, LASTING IMPRESSIONS

Developed for managers and high potential employees as an interactive, online workshop designed for up to 16 participants. Can be delivered in one or multiple sessions, in-person at your organization or online.

Whether you are joining a new organization, moving to a new team, or moving up the management ladder, your professional brand is a magnet for building relationships, earning respect, and gaining meaningful opportunities for career growth. Every day, you showcase your brand in words and actions that, like a billboard, attract interest or don't.

Projecting your best self requires daily attention and dedicated ownership. Only you manage the impression you cast when you meet colleagues for the first time as a new hire, member of a special project team or newly appointed/promoted manager. Our **Personal Branding Workshop** gives the training and tools to inspire **BRAND CARE**: ownership of the words and actions that convey how you add value.



Through concrete concepts, collaborative exercises and easy-to-apply tools, this workshop:

- raises awareness of a personal brand and its importance for professional and personal success
- improves skills for projecting your best self in and outside of work
- provides a **Brand Ownership Model** for taking accountability of growing your brand.

Core to the workshop are self-assessment exercises that build awareness of the **3Vs** of Visual, Vocal and Verbal communication that carve impressions in seconds—in-person and over screens. Participants learn techniques for improving the live and virtual presence they convey.

Attendees learn how to:

- Evaluate, project, and reinforce their strengths and passion during introductions and over social media platforms, especially LinkedIn
- Create a distinctive "I am" statement that reinforces brand value and attracts interest
- Use remote meetings and technology to study and make positive adjustments to mannerisms, messages and appearance
- Leverage small talk to quickly connect with others and form relationships.
- Express gratitude in ways that keep others thinking about you
- Tune in and turn on the factors that form powerful first impressions.

Dedicated to reinforce learning and continue relationships beyond the workshop, Dulye & Co.'s **Brand Care Action Plan** connects participants through assignments that build rapport and mutual support for cultivating a positive personal brand.