

# Managing the Brand "YOU"

Building your organization equity can show dividends for the future

Every successful brand is well positioned and marketed to create its impact in the marketplace. Similarly, every career follows this same path. This workshop focuses on the required knowledge and skills of executives to effectively manage themselves and their careers. Participants will:

1. Gain insight on the parameters that affect an individual's success in the workplace
2. Leverage their personal competencies and leadership styles to create a personal vision to maximize their career potential.
3. Identify key measures of success to effectively track and measure their progress.
4. The importance of presence, communicating and leadership will be emphasized as critical components to establishing a successful personal brand.

## Learning Outcomes

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| <b>Career Self Management</b>                                  | <ul style="list-style-type: none"> <li>■ Understand the importance of personal accountability for one's own career</li> <li>■ Identify and recognize business leaders who are renown for successfully leading and navigating their organizations and their careers</li> </ul>  |
| <b>Personal Visioning</b>                                      | <ul style="list-style-type: none"> <li>■ Identify strengths, weaknesses, interests, work styles and personal motivations</li> <li>■ Review concept of personal visioning</li> <li>■ Create personal vision statement</li> </ul>  |
| <b>Establishing POWER to Create a Lasting Brand Impression</b> | <ul style="list-style-type: none"> <li>■ Understand the power of first impressions and professionalism</li> <li>■ Understand Host Behavior, establish rapport building strategies, and tips for lasting relationships</li> <li>■ Create uniqueness for motivation, satisfaction and recognition</li> <li>■ How to prepare for interview and networking session and perform follow-up tasks</li> <li>■ Use effective body language incorporating stance and posture</li> <li>■ Demonstrate greater poise, confidence and authority</li> </ul> |
| <b>Networking</b>  | <ul style="list-style-type: none"> <li>■ Developing your 30-second elevator speech</li> <li>■ Acknowledge and embrace the importance of effective networking</li> <li>■ Identify networking means and alternatives</li> <li>■ Create personal network map that is efficient and dense</li> </ul>   |
| <b>Establishing Organizational Presence</b>                    | <ul style="list-style-type: none"> <li>■ Understand the power of organizational presence</li> <li>■ Understand how to create opportunities to lead</li> <li>■ Leverage your ability to influence others</li> <li>■ Understand common communication and traps of young executives</li> </ul>  |
| <b>Leadership Styles</b>                                       | <ul style="list-style-type: none"> <li>■ Learn how you naturally approach the leadership function</li> <li>■ Move from contributor to leader</li> <li>■ Identify what to say and do in order to be seen as a leader</li> <li>■ Apply these behaviours to your role</li> </ul>  |
| <b>Personal Vision Statement</b>                               | <ul style="list-style-type: none"> <li>■ Complete framework for vision strategy implementation</li> <li>■ Identify 2 skill development areas</li> <li>■ Map success factors to track and measure success including (accountability)</li> </ul>   |