

BUILD YOUR PERSONAL BRAND

Wednesday 27 April 2022
3.30pm

As a leader your personal brand matters!

From securing that next job to taking your teams with you, your personal brand impacts everything.

In this session, you will:

- Discover what's a personal brand & why it's important
- Learn the steps you can take to build your brand & transform your personal impact
- Start to create your personalised action plan & 'pitch'

If you struggle with knowing your narrative, being visible or connecting through your communications then this session is for you.



WORKSHOP OUTLINE

BUILD YOUR PERSONAL BRAND

PART 1

3.30-4.30pm

- What is a personal brand & why is it important
- Developing your personal brand statement
(AKA the elevator pitch!)

BREAK

4.30-4.45pm

PART 2

4.45-6pm

- Developing your personal brand plan
 - Q&A



PRE- WORK

Before the workshop we would like you to start to think about the following questions:

- what do I want to be known for?
- what am I really good at? (my flatter list)
- what am I not so good at? (my keep it real list)
- where do I want to be in my career in the next 9 to 24 months (ie my next career step)?
- who do I think has a great personal brand & why?

SELF AWARENESS TEST

Ask 5 people the below questions about you:

- list 5 attributes
- strongest skills?
- greatest strength?
- greatest weakness?
- what type of chocolate bar would I be & why?
- which celebrity would play me in a film?