



PUBLIC COURSE			
ONE DAY PERSONAL BRANDING			
<b>Date</b>	As per booking	<b>Location</b>	18 Leather Lane EC1N 7SU
<b>Start time</b>	9:30 am	<b>Finish time</b>	5.00 pm

## How to Find Us

Nearest Tube/British Rail Station:      Farringdon

On exiting the tube station by the main entrance turn right, or the British Rail station turn left, cross the road and walk up Greville Street. Leather Lane is fourth on the right. Number 18 is the black door on the right next to the Dept of Coffee and Social Affairs.

## Learning Outcomes

As a result of attending this course you will:

- Have a clear idea of your own Personal Brand
- Know your assets and what you have to sell
- Understand the features and benefits of yourself as a product
- Know what your added value is
- Gain an understanding of your personal impact and how you can change it to stay on brand
- Identify opportunities to increase the visibility of your brand
- Be aware of your personal beliefs, values and rules and how they are impacting on the workplace and your life
- Learn how to influence and communicate in a way that serves your brand
- Gain a practical set of tools and techniques that can be used in networking situations
- Create a value proposition and mission statement for yourself

## Pre-Programme Work

Make a list of your competencies, Make a list of your qualities

Ask three people who know you, professionally or personally, what they think your best selling points are and add them to your list

Put together any magazine/newspaper pictures and photos that you like or that have some meaning for you

Write down the values that are most important to you in your life?

If you have any questions do contact us at:

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