

## Personal Brand: Maximizing Personal Impact

Abigail Van Buren, the writer of Dear Abby, once said, “There are two kinds of people: those who come into a room with the attitude, ‘Here I am!’ and those who have the attitude, ‘There you are!’”

This course is a two-day exploration about the type of impact we want to have in life and work. Participants will consider and define the influence that they can have on their life and work. They will also learn skills for success and how to create those circumstances.

Specific learning objectives for participants include:

- Speak in terms of the impact and influence that they want to have in life and work
- Understand their personal style in terms of their personal brand
- Develop skill in areas like focus, concentration, and communication to support their brand
- Build credibility and trust by living their brand
- Take ownership of their image, both online and in person

### Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### Importance of a Personal Brand

First, we will define what a brand is and what its elements are. We will also explore how to define the wow factor and what success means.

### Your Brand Approach To Others

Next, participants will complete an assessment to help them define their brand style.

### Looking at the Outside

First impressions can have a big impact on a brand. In this session, participants will learn how to dress for success, show proper etiquette, and monitor their voice.

### Looking at the Inside

This session will help participants develop skill at concentrating, getting work done, and building their confidence.

### Setting Goals

If participants really don't know what they want, it's hard to represent their brand and have the desired impact. In this session, participants will use the SPIRIT framework to

set some brand-related goals. Techniques for developing flexibility and resiliency will also be discussed.

### **Networking for Success**

This session will give participants some ways to use networking to build their brand.

### **Communication Strategies**

Good communication skills are another important part of personal impact. This session will explore speaker and listener biases, active listening skills, and difficult communication situations.

### **Building Your Credibility**

Credibility can make or break a brand. This session will give participants five ways to develop trusting relationships.

### **Brand You**

In this session, participants will learn about the different elements of a personal brand. They will also start designing and outlining their brand standards.

### **Living Your Brand**

Next, participants will discover ways to demonstrate their brand.

### **Managing Your Social Media Presence**

In this session, participants will learn how to find out what people are saying about them online and why it matters.

### **Having Influence**

This session will share persuasion, negotiation, and negation techniques to help participants have real impact.

### **Dealing with Challenging People**

In order to have a real impact, we must be able to work with all types of people. This session will give participants a framework to get to the heart of any problem. They will also learn some strategies for handling common types of difficult people.

### **Presentations and Meetings**

In this session, participants will learn how to make the most of public speaking and meetings.

### **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.