



Seminar Overview

Here is the reality! Job security is a thing of the past. And in the words of Lou Holtz, you're either the hunter or the hunted. So in this new climate of layoffs and restructuring if you wish to find a job or remain employed you can't have business as usual – You need the edge!

This Personal Branding seminar will help you to solidify your position and clearly communicate your value so that you do not become a casualty of the crisis! Remember many of your colleagues have attended the same college as you, they have earned the same degree and share the same level of experience. Competing on these credentials makes you a commodity. Unfortunately commodities find themselves on the layoff list or stuck in the same position for years. Strong brands on the other hand are in complete control of their careers because they understand their unique promise of value and showcase their strengths and differentiation to outclass their competition and advance their careers.

Are You Ready For The Next Level? In this interactive workshop, we will work together through the proven three-step personal branding process:

1. **Extract – Unearthing your unique promise of value**
 - What is personal branding and why is it so important?
 - First Impression management
 - 360 Analysis (pre-work)
 - Verbal/Nonverbal communication
 - Consistency, Credibility, Promotability
 - Personal SWOT analysis
 - Your Vision, Values, Passion
 - Your unique strengths and differentiations
 - Where are you in your career? Are you ready to be promoted?
 - What value do you bring to your employer?
 - How to distinguish yourself from the competition/ your co-workers.

2. Express – Building your personal communications plan

- The art of introduction
- Networking like a pro
- Creating your personal style
- Image, color, personal style, hair and makeup
- Appropriate dressing, appearance and grooming
- Handshakes and introductions
- Professional presence
- Goals Setting & Execution
- Crafting a Personal Brand Statement
- Identifying your target market – Who in the organization needs to know that you exist?
- Your personal marketing plan

3. Exude – Managing your brand environment

- Dine like a diplomat
- Business Etiquette and protocol
- Building a wardrobe capsule, fabric accessories and cost per wear
- Best times and places to shop
- Professional organizations/Associations
- Online Identity/Facebook/LinkIn etc.

Investment: \$350.00

Wyndham Nassau Resort

Cable Beach

Nassau, Bahamas

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