

PERSONAL BRANDING FOR MANAGERIAL SUCCESS

Optimizing Your Professional Inventory

The Focus

What makes someone stand out in the crowd? Often, such a person has found a Personal Brand that reflects who they truly are; their passions, values, skills and talents. However, many are unable or uncomfortable describing or demonstrating their personal and professional endeavors. **The Personal Branding For Managerial Success** will help you leverage on media tools to develop personal branding and professional image through the conduct of market research, networking and presentations to achieve your career and personal goals.

The Benefits & Outcomes

- Discover how your passions and interests can maximize your career choices.
- Optimize use of new and traditional media to expand your reach to potential jobs and assignments.
- Up your social and interpersonal skills for networking effectiveness and influence.
- Project a corporate professional image and showcase presentation skills that reflect your desired personal brand and competencies to decision makers/stakeholders.
- Develop your unique career plan and portfolio.

The Value Adds

- Individualized on-line psychometric tool to uncover your top choices of occupational matches.
- Use of multi-media that brings workplace issues to life.
- Application through business simulations.

This blended learning and high impact 3-day workshop is relevant for:

- Current managers who would like to develop enhanced levels of professionalism and personal branding for achievement of organizational and career goals.
- Newly appointed managers who are looking to develop their personal career portfolio in alignment to career goals and raise their level of professionalism.
- Job seekers who are seeking greater opportunities to access choice careers through developing effective personal branding strategies and skills.

Certification

Upon successful completion and assessment of each training module, you will receive a WSQ Statement of Attainment in WSQ Develop Professional Image and Competence to Achieve Personal Career Goals.