

Building Executive Presence through Personal Branding

Program Duration: 1 day



Knowing your personal brand is key to projecting a strong executive presence that builds trust and value in the minds of others.

In this interactive workshop, you'll uncover and affirm your authentic personal brand as well as learn specific ways to strengthen your brand within the context of your daily life. You'll discover how certain actions at work, including clear communication and collaboration with others, can contribute to your executive presence and the perception others have of you.

In this dynamic workshop you will learn to identify the elements of an effective personal brand. You will create a personal brand mantra that reflects this. Once your brand executive presence is developed, you will learn ways to express your personal brand and discover communication strategies to quickly connect with others and project your best image.

Lastly, you will learn to manage your first impression and gauge if your personal brand is strong and effective.

Participants will walk away with these skills:

- Understanding of your personal brand and why it is important
- Tools to communicate in a way that strengthens executive presence while staying in line with your personal brand
- Techniques that let you know your strategy is working
- Specific ways to express your brand and increase your visibility with others

Audience

Appropriate for current leaders, new managers and future managers.

Cost

\$650.00 General Registration

\$585.00 Xavier Alumni, Military/Govt./Non-profit

0.6 CEUs will be issued for this program