

# ELEVATING YOUR PROFESSIONAL IMAGE

*Personal Branding is how a person presents themselves to the world, demonstrating who they are, what they can accomplish, and how they are unique from others.*

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Developing and demonstrating an intentional professional image, or personal brand identity, will create a more positive reputation, foster better and lasting impressions, and may strengthen the influence you have with others.

Participants in this highly interactive course will begin by studying human psychology, their own biases, and how others perceive them. Building upon this foundation, participants will then identify the skills, characteristics, and abilities that make them unique. The program will combine all of these facets of one's persona, showing how a personal brand is made and utilized. Participants will create an action plan to acknowledge the areas they want to develop so that their professional image, or personal brand, can evolve into the version of how they want to be perceived in the world long-term.



## **Participants will walk away with these skills:**

- Understanding what a personal brand is and its impact on building relationships and one's career
- Uncovering personal strengths and development opportunities
- Developing actionable goals for enhancing one's professional image, reputation, relationships, and self-confidence through performance, image, and exposure
- Communicating a brand identity to get positively recognized and advance one's career

## **Audience:**

Appropriate for current leaders, new or future managers, or anyone who wants to intentionally make good first and lasting impressions.

## **Duration:**

This program consists of one full-day, in-person session.

## **Cost: \$695 General Registration**

**Select Discounts Available**

**0.6 CEUs will be issued for this program**