



CL NETWORK
LEAD · INSPIRE · ACHIEVE

LEADERSHIP CURRICULUM

Personal Branding – the “Power of You”

1-DAY In-Person Corporate Training Workshop

High performance teams celebrate diversity and leverage complementary strengths to achieve great results. The “Power of You” workshop explores the seven key elements of Personal Brand; personality styles, stories, strengths, accomplishments, values, purpose and presence. Participants explore each element with a variety of fun exercises, self-assessment tools and interactive dialogue.

The “Power of You” challenges participants to explore what makes them unique and how to lead authentically.

OUTCOME

The participants of the Personal Branding – the “Power of You” workshop will:

- Explore the concept of personal branding and why it is important
- Leverage various self-assessment tools to gain personal awareness
- Understand the impact of first impressions, how they are formed and the difficulty in changing a first impression
- Discover their Personality Style and how it impacts behaviour and communication
- Assess personal strengths and how to leverage them to lead authentically
- Discuss gender, ethnicity and generational biases and how perceptions can impact a personal brand
- Recognize the importance of team diversity and discuss strategies to support colleagues
- Explore insights and strategies for consciously building a personal brand
- Discuss various social media platforms and their impact on a personal brand

“The Power of You” workshop is ideal for team building, executive retreat sessions and conference keynote presentations.

Interested in elevating your team’s performance? Contact cindy.novak@clnetwork.ca