

Professional Branding Coaching Course

The Professional Branding course will help you to develop and refine your own brand, and choosing tools and tactics that allow you to present yourself to current and future employers in an authentic and effective way.

You'll consider your own values and strengths, identify the key skills employers look for and learn how to present and evidence those skills appropriately to raise your profile with your current employer or are looking for something new.

Objectives:

1. Explore the concept of Personal Branding and how it can help you in your career
2. Define your own, authentic Personal Brand and who you want to market it to and why
3. Build an appropriate plan of action to develop and promote your Personal Brand
4. Promote yourself effectively and making a difference at work and beyond

Length: 4 Sessions of 60 minutes each.

Audience:

The level of knowledge will be tailored to accommodate to your professional experience and personal targets. The course is available to both Individuals and Groups up to 8 people

What to expect:

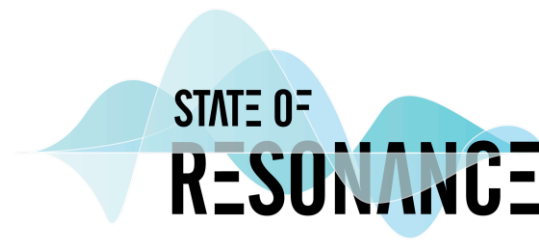
- High pace, the course agenda is ambitious in contents
- Expect a creative, reflective and engaging coaching style
- The facilitator will use both coaching and mentoring techniques as appropriate and agreed with the client to benefit from the industry and professional knowledge of the coach
- Session will be highly interactive and will require preparation work by the client before the discovery session (questionnaire)
- Assignments are given in between sessions, expect to dedicate few hours a week
- All homework is tracked using Google classroom
- Certificate of attendance and homework completion is provided

1. Sessions Structure and Contents:

The program will be tailored to the client career's needs and requirements which will be reviewed and agreed in detail during the first Discovery session.

Session #1 – Discovery session

- Know what you have to offer and what is important to you – take stock of your values, strengths, behaviours.
- Know what you want – have a view for where you want to be career-wise in the future



We will go through several questions, to identify your values and aspirations, such as:

- What is your offer?
- What makes you different?
- What is your 'personality'?
- What do you believe in?

Session #2 – Developing My Brand

- Recognise the key elements of your personal brand
- Clearly Articulate your values, strengths and personality traits
- Describe your career goals
- Writing your story

Session #3 – Promoting my brand

- Identify your target audience
- Demonstrate your personal brand in day-to-day interactions
- Understand the importance of maintaining your personal brand

Session #4 – Final follow up

- Follow up on latest actions
- Review of key learnings
- Set up actions and intentions for the future