

CAREER DEVELOPMENT

PERSONAL BRANDING WORKSHOP

Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. Understanding Personal Branding will provide advantages in your participant's personal and professional lives. Branding is a mix of how you present yourself and how others see you. It is important to be aware of how you are viewed.

With our Personal Branding course your participants will be able to share their vision and passions with others in your company. Utilize this knowledge through Social Media to define and influence how others see you. You are your brand so protect it. Live it.



Workshop Objectives:

- Define your image.
- Control your image.
- Understand how to sharpen your brand.
- Use social media appropriately.
- Manage your brand in a crisis.
- Develop a professional appearance.