Enhancing Your Personal Branding: Building Your Pathways to Professional Success
February 15-16, 2018

Introduction

The Personal image and interpersonal style of professionals can have a powerful influence on the development of any career. As we understand, it is tough to stand out in today’s job market. There is no dearth of talent out there. The secret to standing out is to impress your employer with the unique and authentic she\he—in person, on paper, and online. A professionals’ brand is their reputation. It’s what they are known for and how people experience them. It’s about bringing who they are to what they do and how they do it. Delivering their brand clearly and consistently will create a memorable experience in the minds of those they interact with and can open doors to new opportunities. This personal brand experience will provide an opportunity to the participants to learn more about themselves so that they can uncover and define their unique skills, strengths, and talents. These areas form the foundation of their personal brand and can help them chart a course for their career and can position themselves to reach their goals. "Build Your Personal Brand" provides guidance on making the right impact in any professional situation.

Objectives:

To help the participants in uncovering and using their key competencies in creating a satisfying professional and personal life and also, in a way contributing towards the collective goals

Contents:

- Creating self-awareness
- Identifying personal and professional goals
- Uncovering your strengths and weaknesses
- Improving upon your peoples’ skill set
- Developing the art of dialoguing
- Interacting in heterogeneous groups and developing the ability to relate well to others
- The ability to cooperate and resolve the conflict
- The ability to assert ones’ rights, interests, limits and needs

Androgogy:

The training will be conducted majorly by using theatre techniques—an experiential methodology that leads to self-learning.