

Building Your Personal Brand & Networking for Success

1 Day SON

OVERVIEW

Sixty percent of people achieve promotion through who they know, not what they know. This programme is designed to help participants build their personal brand and give them the confidence and skills to become a successful networker and increase their visibility and presence.

DESIGNED FOR

Suitable for administrators, secretaries & PAs, who want to heighten their profile and expand their network in order to build relationships and personal success.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Identify their own personal qualities and build their personal brand.
- Explain the benefits of successful networking.
- Identify how to expand their network.
- Develop the skills and use their personal brand to become a successful networker.
- Feel confident to network naturally and comfortably back in the workplace.

TOPICS COVERED

Networking and Building your Presence - the Benefits

- It's not what you know, it's who you know
- Understanding networking
- The rewards brought by successful networking
- Examining your own network – do you have enough high profile contacts?
- Where to look for new contacts

Networking for Success

- Mirroring the best networkers
- Listening to learn
- Following up contacts
- Dealing with different behaviours
- The rules of networking etiquette and what NOT to do

Creating your own Personal Brand

- Gain an understanding of your uniqueness, values and goals
- Learn to stand out from the crowd
- Make first impressions last
- Dress to impress
- Your 60-second verbal business card

Building your Confidence

- Understand and overcome your personal doubts and fears
- To recognise and build on your strengths
- Building yourself up instead of knocking yourself down
- Believing in yourself in order to succeed



EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.