

Brand You!

Are you the complete package, the real deal, or just a poor imitation of what you could be?

Personal branding is no longer a choice...in today's world it has become a necessity.

Whether you like it or not, you and the service you provide are constantly being judged by the people you meet. Whatever you do, or say, whatever you're wearing and whoever, or whatever you're connected with will say something about YOU and your business.

So, what message are you intentionally or inadvertently transmitting to the people you meet...and is this congruent with what you want to communicate?

Getting it wrong could be costing you...

- A loss of professional credibility, confidence and self esteem
- Wasted time, effort and financial resources on ineffective personal interactions
- Missed opportunities for creating a positive first impression
- Loss of up selling and cross selling opportunities

To be taken seriously in business you have to be credible, congruent and consistent i.e. be an expert in your field, authentic in your approach and committed to continual improvement. Successful business owner and managers understand the importance of creating a powerful first impression with their customers.

Brand You! Is a collaboration between behaviour skills specialist, Jacky Leonard and image consultant, Sue Pattinson. The workshop offers simple straightforward tools and strategies to develop your YOU S P and make interactions with customers and colleagues more powerful and effective.

Using practical tools, models and learning activities, this workshop helps you develop an awareness of your unique, authentic personal brand, increase your confidence and raise your professional profile, so you can communicate your brand congruently and effectively to your clients and prospects.