



THE INFLUENCE BUSINESS

Raise your level of influence

YOUR PERSONAL BRAND AND NETWORKS

Overview

This **half-day** programme for **up to 10 participants**, focusing on both process and behaviours, helps you understand, develop and articulate your own personal brand, the importance of networks and how to build them. In the world of professional services, being technically competent is assumed. However, to be successful, you need to be remembered for the right reasons and also for what you can offer others. Having a strong personal brand and large networks are two of the most important contributors to your ultimate success.

“Clever people know lots of things. Successful people know lots of people.”

The programme is a mixture of discussion, tutorial and practical exercise and in the latter, you witness for yourself the impact on the other party when you apply your own natural behaviour which frequently deserts you when you are in the spotlight.

Aim

To help you identify and articulate your personal brand and to understand how to develop your professional networks.

Outcomes

At the end of the programme you will:

- Understand what makes leaders stand out
- Understand the meaning of ‘presence’ or ‘gravitas’ and how you can enhance yours
- Understand and have developed your own particular brand
- Know what you can offer and how to express it
- Be able to project your brand effectively when speaking to colleagues and clients
- Know where your potential networks are and how to develop them



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Methodology

This programme involves coach led discussion, discussion amongst participants and practical exercises, which are always evaluated and revisited with the benefit of the evaluation. Models used are primarily the 'Circle of confidence', 'Johari Window' and Reputation & Reach.

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