



## **The Connected and Committed Brand YOU Program**

<b>Objective:</b>	<b>With the economic downturn, people need to reframe, reposition and re-invent their careers. This program will give participants tools on how to develop their own personal brand which can help guide their careers and their life with more personal satisfaction and success</b>
<b>Target:</b>	<b>This program is relevant for entrepreneurs, individual contributors, middle managers and senior executives. Program can be adjusted depending upon the audience’s level of experience.</b>
<b>Areas Addressed:</b>	<ul style="list-style-type: none"> <li>• <b>Defining branding as a promise and the power that a promise holds.</b></li> <li>• <b>Understanding your target audience and why that matters.</b></li> <li>• <b>Positioning statements as a guide post for the branding process.</b></li> <li>• <b>Understanding how “everything communicates” and the need for consistency.</b></li> <li>• <b>Taking charge of your own brand or risk “being positioned”</b></li> <li>• <b>The importance of choice and sacrifice in branding.</b></li> <li>• <b>Developing a road map to transform your brand from x to y</b></li> <li>• <b>Why knowing and nurturing your brand matters.</b></li> </ul>
<b>Applicable Learning</b>	<p><b>Participants will walk away with some learning about themselves and how to apply it.</b></p> <ul style="list-style-type: none"> <li>• <b>What are my strengths and interests and what do they say about me as a brand?</b></li> <li>• <b>Are my behaviors and actions consistent with my brand promise?</b></li> <li>• <b>Do I have a clear point of difference or am I trying to be all things to all people?</b></li> <li>• <b>Am I keeping true to my brand essence in all of my life choices?</b></li> <li>• <b>I have the tools and understanding to apply traditional branding techniques used by large consumer brand companies to use on my personal branding efforts</b></li> </ul>