



**ZING365**  
Learning without limits

# PERSONAL BRANDING AND BUILDING PERSONAL IMPACT

## WHAT WE WILL COVER

- What is personal impact and why is it essential?
- Defining your personal brand – Thinking of yourself as CEO of ‘Me Plc’
- How can you differentiate yourself?
- Actively managing peoples perception of you – taking control of your brand
- Making a positive and lasting impression
- Being in the room with presence and impact – projecting with confidence verbally and non-verbally in a variety of situations internally and externally
- Marketing ‘Me Plc’ – actively being conscious of opportunities to raise your profile



PART OF THE DWF GROUP

## SUMMARY

Your personal brand precedes you in business – it’s your reputation and it is based on the perceptions others have of you in terms of how you show up and deliver ‘you’ in the business.

This interactive and informative workshop will give you practical tools, techniques and knowledge that you can apply in everyday life straight away.

You will leave with a clear understanding of your personal brand and with increased levels of confidence in how you communicate, verbally and non-verbally, in a variety of situations to ensure that you deliver with greater personal impact that fully showcases you, your experience, expertise and the value that ‘you’ bring to the business.

## OBJECTIVES

### By the end of this course you will;



To be confident in how you communicate both verbally and non-verbally



Answer the question – ‘Who am I?’  
Defining your authentic personal brand



Understand the importance of personal impact in business