



PERSONAL BRANDING

Building Authenticity and Credibility

Your personal brand has the ability to make or break opportunities in your life. It represents what you stand for and how you present yourself to others. It will define which doors open for you in life, so it's vital to invest the time to think very clearly about how you want to be perceived.



WHY ATTEND PERSONAL BRANDING?

GRA's Personal Branding programme supports individuals to understand more clearly what a personal brand is, as well as offering a step-by-step process for building an authentic brand and how to successfully live it in day-to-day life. We focus on remaining true to your values and leveraging your skill set, unique abilities and your vision and goals for the future.

This programme leans into the idea that we are all CEOs of our own companies: 'Me Inc' - a compelling insight into who you are and what you stand for. Knowing your personal brand will allow you to project the image and impression you want to create in a consistent and credible manner, both in and outside of the workplace.

WHO SHOULD ATTEND PERSONAL BRANDING?

This programme is suitable for anyone, at any level, who wants to progress their career and work on building an authentic, creditable and professional personal brand.



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WHAT ARE THE BENEFITS OF PERSONAL BRANDING?

Delegates will return to the workplace with:

- A greater understanding of what a personal brand is and its benefits
- The ability to reflect on and learn from other brands to develop an awareness of what good looks like and to avoid common pitfalls
- An understanding of GRA's 5 key components of a personal brand and how to use them to start building their own brands
- A developed vision and clear goals for the future, as well as recognition of how this shapes their personal brand
- An understanding of what it means to 'live your brand' and why it's important
- The ability to keep managing and developing their brand going forward

KEY MODELS & TOOLS

- GRA's 5 Key Components Tool
- SMART Goals
- Brand Examples
- Practical Exercises

“Branding is what people say about you when you are not in the room.”

- Jeff Bezos

Founder & CEO of Amazon

ATTENDING PERSONAL BRANDING

The programme is available through the following delivery options:

- In-house at a location of your choice
- In-house at one of GRA's Outdoor Learning Centres
- Online via a Live Virtual Classroom

The online delivery option also includes access to GRA's Learning Experience Portal (LXP). The LXP provides learners with a comprehensive suite of resources and collaborative learning tools to support their development and complement our live trainer experience. It can also be included as part of other delivery options to create a blended learning experience.

5 KEY COMPONENTS OF A PERSONAL BRAND



CONTACT US

For further information on GRA's Personal Branding programme please contact us via:

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About GRA. We are a market leader in the design and delivery of innovative people and organisational development programmes in the areas of leadership, teams and behaviour change. Over the last 30 years, we have trained thousands of people in hundreds of organisations across the globe, helping people to release the potential of individuals, teams and organisations. www.gra.uk.com

