



BUILDING A POSITIVE PERSONAL BRAND (1 DAY)

A Specialised Kwelanga Training Programme

INTRODUCTION

In today's business world it is vital that we understand what we are communicating to others at any given time. Building your personal brand is about understanding what assets you bring, what your characteristics are, understanding your own strengths and development areas, as well as being able to identify your skills as a professional. Branding is what others remember about you when you leave the room.

As professionals we want to be seen in a positive light, as adding value to the environment that we are in. Projecting a positive personal brand is vital in ensuring our own success as well as in helping others to work successfully with us.

WHAT THIS COURSE CAN DO FOR YOU...

- Understanding positive communication
- Equip you with skills to build rapport with others
- Help you to understand the psychology of a positive image
- Understand the impact of thoughts on your body
- Define your own personal brand
- Help you to sell "Brand You"

TARGET AUDIENCE

This programme is intended for all persons who need to develop a strong personal brand and become aware of the messages and signals they unconsciously give off to others. This training is for all business professionals who would like to project a positive image and be read correctly and understood by others.

COURSE CONTENT

Personal Branding

- Defining what brand is
- Ethos, Pathos, Logos in terms of branding
- Developing a personal brand
- Personal values
- The importance of positive communication
- Defining rapport and how to build it

The Psychology of Personal Image

- The psychology of personal image
- Poor/healthy self esteem
- The impact of your thoughts on your body
- What do colours say about you
- Selling “Brand You”
- Anchoring new skills and interrupting old patterns

Personal Accountability & Commitment Plan

TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

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| ▪ Role plays | ▪ Demonstrations |
| ▪ Break-away sessions | ▪ Questionnaires |
| ▪ Relevant business exercises | ▪ Discussion activities and |
| ▪ Presentation | ▪ Case studies |

High emphasis is placed on learning through ‘doing’ where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

POST COURSE ASSISTANCE

“Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing FREE access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation. Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

On-Line Knowledge Hub

All delegates attending Kwelanga Training courses have **FREE** access to post course on-line resources. Up-to-date, convenient and easily accessible information, relevant to the programme attended, is available. Tools include case studies, articles, exercises and other valuable information which will reinforce course content and assist in transferring knowledge and skills to the workplace.



OUR COMMITMENT TO YOU ...

Kwelanga Training's Commitment

*To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.*

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