



SKILL DEVELOPMENT SERIES

Innovation & Creativity
Personal Branding
Virtual Facilitator Skills
Emotional Intelligence
Virtual Presentations
Business Etiquette

DELIVERY OPTIONS

- Virtual
- Client site
- Coaching

CONTACT



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Personal Branding in Modern Business

WHO NEEDS THIS PROGRAM?

When people look through the window at you, **what do they see?** You may find it easy to define yourself. But the critical factor in business success is **how others perceive you**. Your "brand" is a powerful concoction made up of your professional qualifications and deliverables, along with your interpersonal dealings with people. The added spice is the fact that social media makes it easy for people to see your interests and behaviors in non-work situations.

LEARN HOW TO:

- Learn how businesses **use brand to define their value** proposition and build consumer loyalty.
- Reveal how the actions of individuals can directly impact a corporate brand, and how a corporate brand can affect an individual.
- Explore the **building blocks of personal brand**: ideas and values, expertise, and actions.
- Discover how competence relates to building a total brand identity.
- Assess your values/ideals to better understand the foundation of your brand identity.
- Learn how to do a **strengths inventory** to begin constructing your brand plan.
- Construct your brand plan and create a **board of advisors** to help periodically review your progress toward alignment.

WHY US?

Intrastellar Group team members have more than three decades of experience in designing and delivering virtual learning. Let us help enhance your virtual programs for enhanced results.

