



Personal Branding for Career Success

A HUMAN-CENTERED WORKSHOP FOR PROFESSIONALS AT ANY STAGE

Every day, people form an opinion of you before you say a word. Most professionals leave that impression to chance. This program, delivered in a single 3-hour live-virtual session, teaches a deliberate, repeatable way to define, articulate, and own your authentic value. Participants draft a real personal brand statement, get direct coach feedback, and leave with a process for testing it against how others truly see them.

Duration: 3 Hours (single live-virtual session) **Format:** Live-Virtual via Zoom | **Cost:** \$300 /person



IDEAL PARTICIPANTS

Individual contributors and rising professionals who want their work recognized accurately, not overlooked.

Leaders and career changers ready to define a clear, authentic value proposition before their next move.

WHAT PARTICIPANTS GAIN

- ✓ **Self-Awareness:** See your strengths, values, and edge clearly.
- ✓ **Goal Clarity:** Speak to your direction with real confidence.
- ✓ **Visibility & Presence:** Earn recognition for what actually matters.
- ✓ **Differentiation:** Show why people choose you, specifically.
- ✓ **Career Control:** Take the lead on your own reputation.
- ✓ **AI-Enhanced Reflection:** Use AI to sharpen insight, keep your voice.

THREE-HOUR LEARNING JOURNEY

- 1 **What It Is and Why It Matters**
Define personal brand and why perception becomes reality.
- 2 **Where to Start**
The four building blocks for your unique value proposition.
- 3 **Write Your Statement**
A hands-on exercise to draft your personal brand, gather feedback, and align on how to finalize.
- 4 **Get Your Brand Out There**
A practical system for building your network and your reputation for long-term success.
- 5 **Tips for Career Success**
Ten practical habits for standing out, and staying relevant.

CORE DELIVERABLES

-  **Personal Brand Statement**
A completed first draft, written in session with guidance on what does and doesn't work.
-  **Capability Guide**
A two-page reference covering the framework and a feedback-gathering plan to finalize your personal brand.
-  **AI Prompt Library**
Copy-and-paste prompts that make AI a thinking partner, never a ghostwriter.
-  **Certificate of Completion**
Shareable proof of completion, ready to add to your LinkedIn.

Register Now! 

