

Personal Branding and Visibility



A 3rd Generation Training: *From “know-how” to “be-how”*

PARTNER OF



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Audience

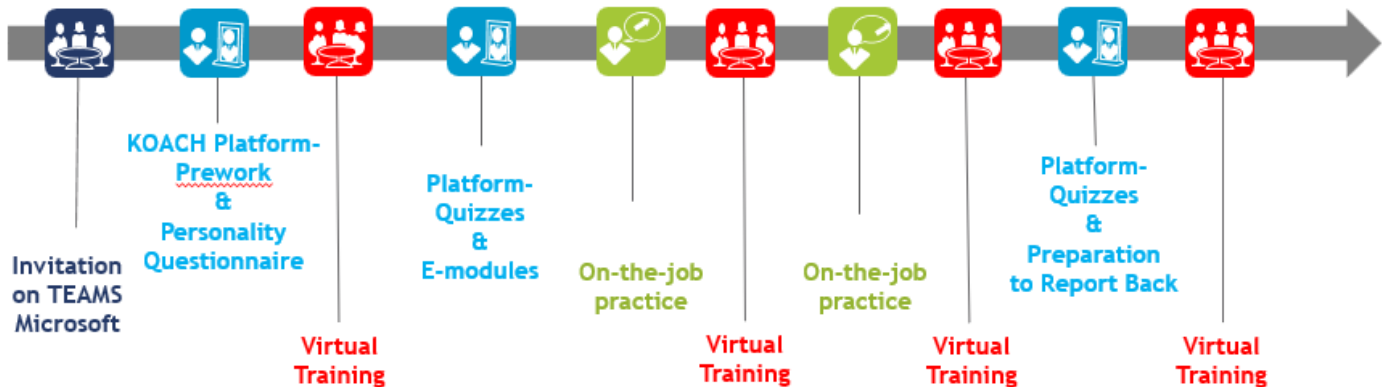
Leaders
Experts in new role
Anyone wishing to increase visibility

More and more organisations recognize that their leaders are internal service providers, who need to sell themselves and their activity to their internal customers. Mastering communication skills is a prerequisite, however the crucial factor in selling an idea may be a diversity of contacts, utilizing 'weak links' and reaching out to decision-makers.

In order to network effectively and increase visibility, one needs to start by visiting their values and what makes them unique; one needs a personal brand.

Methodology

"Personal Branding and Visibility" is a 3rd generation training, combining behavioural elements with personal introspection and self-questioning. The programme aims at helping participants construct a personal story and identify which aspects they wish to promote by visiting their sources of energy before equipping them with the networking principles and the communication skills essential for increasing their visibility and selling the value of their activity.



Benefits

- Craft message to sell own activity.
- Effectively answer "what makes you a better candidate"?
- Recover from breaches of trust.
- Manage online presence in social media.
- Motivate your network to gain allies.
- Present ideas in front of panel and gain commitment.

Practical Information

The Company

HRP is a consulting company specialized in assessing and developing leaders, managers and experts. Find out more about us on: <https://hrp.gr>

Your Facilitator for this program:



Ioannis Lagoudakis,
<https://www.linkedin.com/in/ioannislagoudakis/>

Dates & Time

Contact HRP for more information

Your Investment

Contact HRP for more information

Content

Sessions 1-2:

Leading Authentically

- Personal Brand vs. Company Brand
- Why Me?: how I add value to my role
- My Leadership Story
- Defending my Brand: setting limits
- Recovering from Breaches of trust

Session 3-4:

Increasing Visibility

- Selling an idea upwards
- Group negotiation: how to identify and mobilize allies to promote a change
- Networking and stakes analysis: who are my stakeholders & their expectations
- Opportunities / Techniques to overcome introversion and sell my work

Sessions 5-6

My Brand vs the Competition

- **ROMA:** Reporting on My Brand
- My Brand vs. Competition
- My Core Quality Matrix: competencies, allergies, overcoming traps
- Social Selling: my LinkedIn Profile
- Photo-shooting