

Personal Effectiveness	
Session Code	PE01
Session Title	Personal Brand & Impact
Topics Covered	Create a personal brand using emotional intelligence (EQ)
Delivery	Half Day (4 Hours) - tutor led f2f or online sessions
Minimum - Maximum Number of Delegates	1-10
Who will benefit?	Employees at all levels

<p>Content</p> <ul style="list-style-type: none"> ▪ What is a personal brand? ▪ Developing self-awareness: is what you say, do, value and measure giving the same brand message? ▪ Your communication style and its impact ▪ Applying the power of emotions as a source of human energy, information and influence ▪ Transactional analysis and building resilience with visibility and impact ▪ Awareness of emotional intelligence (EQ) in a personal brand 	<p>Benefits</p> <ul style="list-style-type: none"> ▪ Build awareness of your personal the impact on your behaviour and on the effectiveness of your communication with stakeholders ▪ Adapt your communication style to communicate effectively with different people ▪ Improve the strength of your relationships and apply different brand and communication strategies to enhance these
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