

Personal Brand Impact Workshop

Empower your employees to build their impact, credibility and visibility for greater success.

As an employer of choice and champion of people development, consider equipping your employees with the critical skills of building a powerful personal brand.

Greater time constraints mean the ability to be trusted, influential and impactful is more crucial than ever before for driving sustainable business success.

BrandAmplified is a proven program that equips employees with personal branding awareness and practical skills to own their career success and create opportunities for self, team and business.

A comprehensive program that ignites self-awareness and delivers brand clarity with strategies addressing gravitas, self-promotion and credibility.

**1 Day In-house Program or
Virtual Module Program**
Interactive

Audience
Middle to senior level
employees

Includes
Pre-work, workshop
and post-call

The Program

- › What is personal branding and its ROI?
- › Exploration of strengths, skills and development areas to build brand impact
- › Personal brand feedback, brand statement, brand messages and positioning
- › Brand packaging: body language, presentation, communication and attitude
- › Brand promotion: online, offline, networking, thought leadership and credibility building
- › Storytelling and pitching
- › Personal branding in an anti-brag culture
- › Corporate brand alignment

Benefits + Accountability

- › Personal brand feedback and clarity
- › Brand awareness and development
- › Packaging and promotion know-how
- › Enhance confidence and executive presence
- › Communication styles agility
- › Constructive feedback skills
- › Cultural awareness navigation
- › Relationship management prowess

Key Materials

- › Brand Statement & Unique Manifesto
- › Pitch Template
- › 360 Brand Feedback
- › Brand Packaging Audit
- › Brand Visibility & Promotion Plan
- › Business Brand Alignment Review
- › Brand Development Plan
- › Selected Communication Skills Models



Investment options from:

USD \$3950

*Additional Success Options: 1:1 Coaching Sessions with Leaders

Facilitator & Executive Coach Janine Manning



Founder of CareerAmplified and BrandAmplified, Janine is an experienced executive coach who specialises in career strategy and personal branding solutions that drive success for professionals and organisations. Based in Australia with a global client base, Janine's proven CareerAmplified program has helped hundreds of clients successfully build impactful careers that have ensured retention and engagement. Often described as high energy, challenging and supportive, Janine understands the regional needs of delivering practical and impactful workshops that equip participants to act. As an ICF-PCC certified coach, Janine champions a level of curiosity, personalisation and accountability in her workshops that transcends standard facilitation practices.

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Contact

Arrange a time to meet with Janine to discuss your development requirements.

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