

Personal Branding for Professional Services

Do you have key people who need to develop a credible presence? Specialists who have reached a point where technical excellence is not enough? Staff who need to improve their personal packaging and interpersonal dealings?

In a crowded market, strong technical skills are both essential and insufficient. The more sophisticated your offering, the greater the impact of personal branding on your market share.

How you brand yourself and your people supports you in

- Establishing and maintaining client confidence.
- Your positioning as a supplier and an employer.
- Your ability to charge a premium for your services.

We understand that the personal branding needs of professional service providers are distinct from the rest of the marketplace. We customise our talks, seminars and coaching to suit:

- Incoming partners.
- Intermediate to senior professional staff.
- Internal consultants.
- Administrative staff.
- Graduates and undergraduates.

Your presenter

Jean Woo

- Over 15 years' experience in personal branding for organisations and individuals
- Writer and facilitator of programs in written, spoken and visual communication
- Former lawyer, editor and marketer
- Author of *Executive Style* (Prentice Hall)

Delivery

What to expect: relevance, immediate practical steps, diplomacy and directness as needed, humour, accelerated learning techniques.

What NOT to expect: text-heavy PowerPoint, statements without substantive support, a lecture.



One hour seminars

You Express:

Personal Branding Power

Cracking the Casual Dress Code:
Relaxing the Look, Keeping the Power

Credibility: *Makers and Breakers in Professional Image*

First Impressions and Beyond

Workshops

Professional Branding:
Image for Professional Services

Business Etiquette:
Meeting, Greeting and Eating

Managing First Impressions

Coaching

Executive Presence:
Image and Outer Branding

Personal Branding DNA™:
Purpose and Inner Branding

Note: the content of the talks or seminars can be incorporated into coaching

For more information on any of the above, please call 02 9552 6322 or 0414 614 000 or email info@personalbrand.com.au