



## How can we help you?

To discuss how our team can help your business achieve true results, please contact us.

650.361.1902

## Our training programs:

- Marketing
- Sales
- Professional Development
- Leadership

Next Step is proven to maximize clients' results with accountability - leading to 300% or greater return on investment.

## Building and Communicating Your Personal Brand

### Program Overview:

This mini-workshop is designed to help participants successfully define their unique brand by putting emphasis on the importance of the impression they want to make and the value they want to deliver to others in their professional life.

### Objectives:

Upon successful completion of this workshop, participants will be prepared to:

- Acknowledge their skills, values and vision so that they may define their unique brand.
- Convey their personal brand and related work activities

### Workshop Topics:

- What Does it Mean to Have a Personal Brand
- How to Ensure Your Brand is Working For You
- Simple Steps to Build and Tune-Up Your brand
- Making it Real

"This session made me reflect on myself and what others see and what I want them to see. This has truly opened my eyes about my personal brand and how little I knew about myself."

**Workshop Participant, Goodwill Industries of the Greater East Bay**