

AUTHENTIC PROFESSIONALISM™

A PROACTIVE SYSTEM FOR IMAGE MANAGEMENT AT WORK



Duration: 150-Minutes (2.5 Hours)

Audience: High-Potential Employees, Mid-Level Managers, and above

Session Highlights: In-depth self-assessment, real-time results analysis, action plan, and session evaluation

Mode: Instructor-Led Development Session

Session Objectives:

Clearly define your professional brand as it relates to your work environment
Identify how to communicate your brand to your target audience

This 2.5-hour version of Authentic Professionalism introduces participants to a system for consistent image management. Through in-depth self-assessments and peer-feedback participants will discover how to align their professional goals, with their professional image in three core areas, which are:

1. **Brand Profiling:** Allows participants to harness the story of who you are and what makes you special.
2. **Brand Positioning:** Creates an awareness of a person's brand with the people that can influence their ability to succeed.
3. **Brand Packaging:** Uses clothing, grooming, body language, and etiquette to communicate a clear value proposition even before verbal interaction.

While based on the same core data as the one-hour session this session takes participants to a deeper level through results analysis and review. Each participant will discover how they are currently functioning in each core area of image management in order to identify specific areas in which they are strong and areas in which they would like to improve.

As a result of this session participants will be empowered to make decisions about their personal brand that are aligned with their career goals and the company brand.

Prerequisites: Optional Self-Assessment

Maximum Participants Per-Session: 25

Contact Information

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