

## AUTHENTIC PROFESSIONALISM™

### A PROACTIVE SYSTEM FOR IMAGE MANAGEMENT AT WORK



**Duration:** 60-Minutes

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

**Session Highlights:** Self-assessment, action plan, accountability partners and session evaluation

**Mode:** Instructor-Led Development Session

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#### 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 session is a proactive system for image management at work. Through in-depth self-assessments and peer-feedback participants will discover how to align their professional goals, with their professional image.

This session provides an opportunity for participants to discover how their current choices affect their professional image. Through action-planning and accountability partners each participant is able to take away specific ideas about the changes they want to make to improve their professional image.

As a result of this session participants will be equipped with core skills that help them connect their personal brand with their career goals. With a focus on all employee groups, this program offers a broad look at image management for the career minded employee.

*Prerequisites: Optional Self-Assessment*

*Maximum Participants Per-Session: 25*

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#### Contact Information

Sola Adelowo, Founder & Certified Image Consultant

E: Sola@ImageCubeLLC.com

P: 317-529-0946