

## Image Matters (Personal Branding)



The first impression we make is based on the way we present ourselves. Our appearance, gestures, voice quality and behaviour speak louder than the words we use.

And while 'personal branding' is an incredibly powerful and useful tool which we all have at our disposal, we do not always use it consciously to maximise our positive impact and success. Our lack of knowledge and understanding about the power of our personal brand can get in the way of projecting our true qualities and abilities which can make career progression and business relationships more difficult than they should be.

The Image Matters (Personal Branding) workshop is designed to address this gap and to help you make your image work for you, not against you, in order to improve your professional presence and impact. It is an entry level workshop.

This **one-day workshop** will be delivered by Zoryna O'Donnell, MBA, FInstLM - an experienced coach and trainer, a Certifying Member of the International Trainers Academy of NLP. The workshop will cover the following key elements:

- ✓ Why personal image matters?
- ✓ Personal image and personal branding
- ✓ Personal image assessment and action plan
- ✓ Creating your personal branding 'package'
- ✓ Using colour for impact
- ✓ Being smart about casual
- ✓ Body language and its limitations
- ✓ Voice quality
- ✓ Dealing with an 'imposter syndrome'
- ✓ Tips for interviews, meetings and presentations

The workshop will equip you with personal branding skills to help you raise your image confidence, succeed at interviews, increase your earning potential, accelerate career progression and improve personal and professional impact and performance.

**Breakthrough Skills Programme™ for Women Discounted Fee - £99+VAT per person.**

Standard Fee: £199+VAT per person for open access workshops.

To book your place on the Image Matters (Personal Branding) workshop **please contact Zoryna O'Donnell** by e-mail [zoryna@gmail.com](mailto:zoryna@gmail.com)

