



# Women in Business – Building Your Brand



Duration: Half / 1 Day



Ideal Group Size: 10 to 12 People

## Course overview:

This workshop supports women in business to strengthen their professional identity and define an authentic personal brand that reflects who they are. Delegates will look at how different leadership styles and behaviours influence others and build confidence in communicating an effective, consistent brand in the workplace.

## Who would benefit from attending:

This workshop is ideal for all women in business looking to strengthen their presence and grow with confidence to communicate across different settings in the workplace.

## Core learning objectives covered:

- What does personal brand mean for women in business and why it matters?
- Authentic leadership model
- SWOT
- Understanding your personal brand
- Building your self-awareness / behavioural styles
- Building your personal brand
- Understanding how your behaviour impact others
- Adapting your approach to influence others
- Building confidence on who you are
- Key communication skills
- Building rapport with others
- The power of language, tone and voice

## Delivery methodology:

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

Get in touch with one of our Learning & Development Managers – 01623 409 824 • [info@futureproof-training.co.uk](mailto:info@futureproof-training.co.uk)