



Inspiring Trust & Confidence

This fun, media-rich, and innovative workshop teaches participants how to take ownership for their career using the concepts and principles of personal branding. Personal branding has become one of the best ways to manage a career in an age of social media. The same concepts and principles that commercial brands use to build strong brand images and customer loyalty can be applied to career development with impressive results. Participants who deliver on their brand promise will establish a track record that inspires the trust and confidence of their peers, supervisors and other leaders in the organization.

Outcomes

- Greater awareness of team strengths that should be more effectively leveraged and team communication challenges that must be modified to eliminate barriers to effective communication and relationships
- Specific individual and team communication modifications to promote positive perceptions and trust among stakeholders/customers
- Defined action plan for achieving desired relationship and communication outcomes.

“Trust is a product of vulnerability that grows over time and requires work, attention, and full engagement.”

— Brené Brown

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