

Personal Branding

Unleash Your Personal Presence and Power



An interactive 2-day workshop designed to help participants portray a professional image and to speak with poise when dealing with customers with emphasis on interactive sessions, discussions, role plays and practices.

Ephod Consulting Associates PL and
Master Trainers Academy
The leading organisation development consultancy
www.ephodconsulting.com

For Whom

- Professionals and Executives
- Managers
- Anyone who deals with customers

Course Methodology

The workshop will incorporate lecturettes, exercises, case studies, and group discussions. Experiential activities will also be designed to allow participants to understand the concepts and skills taught.

In-Company Workshops

Ephod can provide this workshop in a tailored format for your company in your premises

Over 100 companies have attended Ephod workshops including

Hewlett Packard, Microsoft, Exel Logistics, Timken, Monsanto, Intel, Reuters, SSMC, Philips APA, Sony-Ericsson APAC, Air Products, Singapore Press Holdings, ZF SEA AC Nielsen, VOPAK, GELife, New Toyo International, Prudential, Avex Electronics Singapore Yellow Pages, Jebsen & Jessen, Prime Minister's Office, Singapore MRT, Singapore Power, Min of Environment, Ngee Ann Polytechnic, Singapore Polytechnic, National Library Board, Infocomm Development Authority, Mindef Centre for Mgt Devt, Min of Community Devt and Sports, Min. of Education, Min. of Manpower, SLA

Personal Branding is the force behind the world's most recognizable individuals - from Oprah Winfrey to Bill Gates to David Beckham.

Benefits of Workshop

- a) Speak clearly with poise and confidence
- b) Project appropriate body language
- c) Build rapport effectively at business and social functions
- d) Dress appropriately for different occasions

Workshop Outline

- The Brand Called You
- The Power of Personal Branding
- First Impression Counts
- The Art of Business Etiquette
- Working The Room
- Tips for Successful Networking
- Do It With Style
- Speaking With Poise
- Let Your Body Talk
- Wow Your Audience with Your Presence
- Appearance Matters
- You are the Message
- Personal Branding – Beyond the Packaging

Duration: 2-day

About Ephod Consulting Associates PL

Since 1996, Ephod has established itself as a premier organisation change and consulting company. It has serviced client throughout the Singapore and the Asia Pacific region.

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