

Personal Branding

Believing. Being. Becoming.



A one day experiential workshop on the what, why & how of building a powerful personal brand

OUTCOMES

By the end of the workshop, you would be able to



understand that all of us have a distinct personal brand – by design or by default – whether or not we are aware of it



be able to curate an authentic, consistent & memorable personal brand in alignment with our values, beliefs and differentiators



create a roadmap & a plan of action by defining the present state as also the journey to the desired state



discover our strengths & things that we care about by expanding our field of self awareness



understand that perception is reality; that our personal brand is decided by what people talk about us in our absence



craft an online & an offline branding strategy to formulate & amplify our unique selling proposition



understand the 'how' of building & harnessing a powerful personal brand through story telling



learn how branding plays a latent & subliminal role on the opportunities that we get & the impact that we make



whether you are a professional or an entrepreneur or a corporate executive, personal branding is key to differentiation in an over-crowded market place



understand the conscious, sub-conscious and pre-conscious mind and the process of habit formation



understand that while image management & PR will manage perceptions, personal branding is an authentic way of syncing reality with that perception

What?

A one day comprehensive skill building workshop on the what, why & how of personal branding. Because, left to itself, a personal brand is either an accident at worst or serendipity at best. Because each of us- for better or for worse- is fundamentally unique and discovering our values and aligning our actions to them is a powerful way of making a mark in an uber-competitive world.

How?

The pedagogy adopted is a proven and powerful mix of concepts, experiential learning and real time skill building. The internet is littered with an endless stream of 'secrets' & 'tips' for building a personal brand. Well, the secret is that there is no secret. What works phenomenally well for one person simply doesn't cut it for someone else. The idea is to identify and build on one's own strengths and consciously and consistently work on development areas.

Why?

Because the question is not whether we are a brand, but what kind of a personal brand we are! Which in turn is decided in part by how people remember us in our absence. In a perfect world - where what you see is what you get - there will neither be a legitimate need nor any tangible benefits of personal branding. But in an increasingly complex world characterized by a crowded market place, your personal brand is a potent tool to communicate your consistently differentiated value offering.

Who?

People desirous of: expanding their self-awareness, amplifying their value proposition and conscious of making a strong personal statement in a matter of factly way without bragging. Entrepreneurs-SMEs and Start-ups. Professionals – Doctors, Chartered Accountants, Architects, Lawyers, etc. Corporate Executives – Intrapreneurs, Managers, Individual Performers, Fresh Graduates.

Where?

• Bangalore • Chennai • Delhi • Hyderabad • Mumbai • Pune

Investment?

Early Bird Pricing of 7999 (exclusive of taxes). Includes a knowledge toolkit and a one-on-one session post the workshop.

Note: We follow a full on-the-spot refund policy in the event of the individual being dissatisfied with the workshop.

RSVP/ How can I register?

Registration is easy and simple: You can call us at 91 - 98846-46392, or write to us at hr@thegamechanger.in or visit our website: www.thegamechangers.co.in

Session outline

Context Setting

Brain Theory

- Conscious
- Sub-conscious
- Pre-conscious
- Habit Formation
- Cause-Effect Relationship

Introduction

- What is Personal Branding?
- Need for Personal Branding
- Differences & similarities between personal branding & brands in general

Elements of Personal Branding

- Authenticity
- Consistency
- Differentiation

- Memorability
- Eclecticism

The 'How' of Personal Branding (Story Telling)

- Posture & Language
- Iceberg Knowledge
- Ethos, Logos, Pathos
- Taking a stand
- Talking about self

Action Planning

- Crafting a personal brand statement
- Defining metrics & individual likhert scale
- Identifying personal values
- Making specific measurable & tangible roadmap

I have attended a lot of workshops on different skill sets, but this has to be the most rewarding experience ever on all counts - facilitation, quality of learning, depth of discussion down to the practical and implementable nature of the concepts covered.

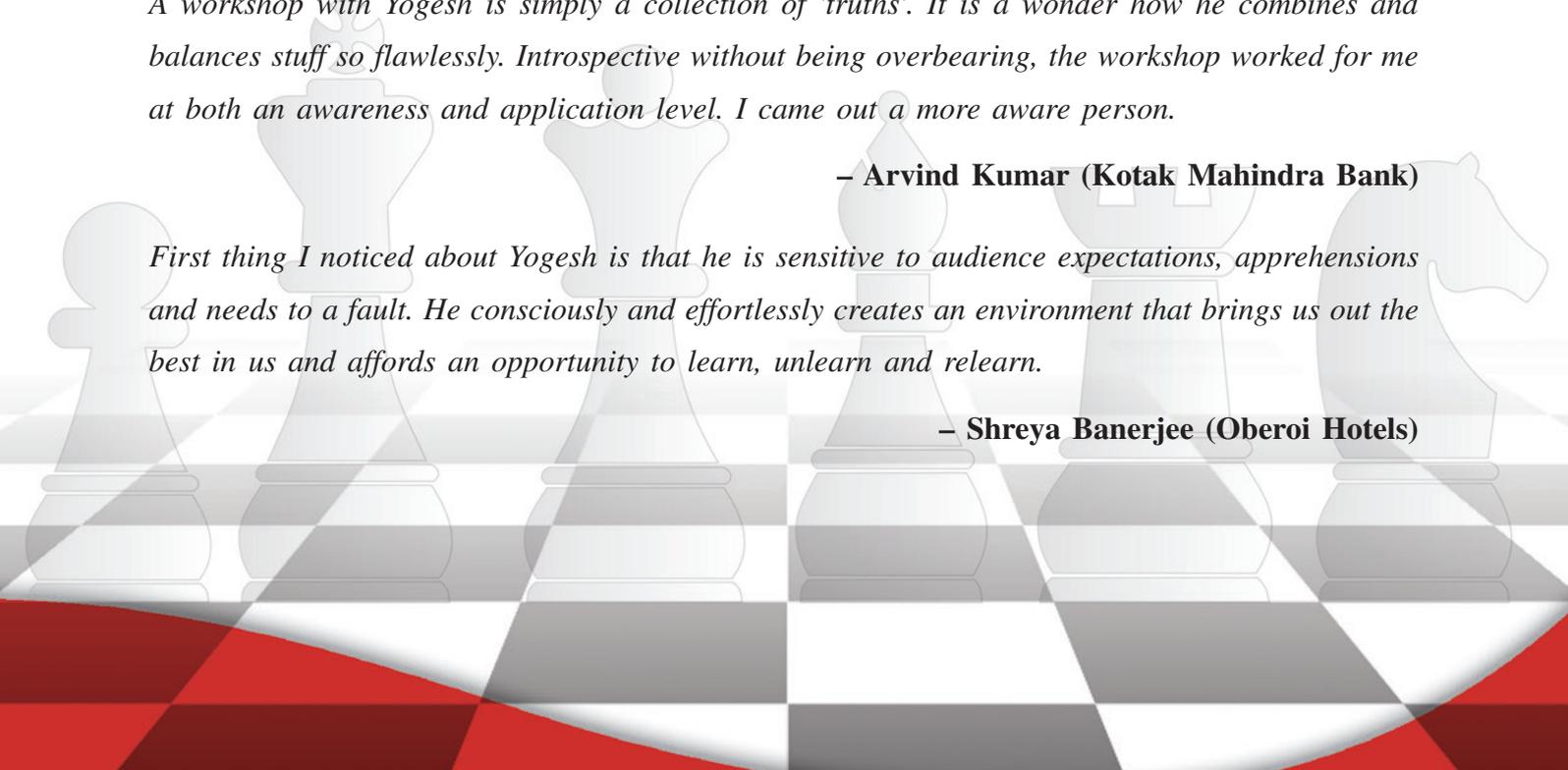
– Rashmi Gautam (Pearson)

A workshop with Yogesh is simply a collection of 'truths'. It is a wonder how he combines and balances stuff so flawlessly. Introspective without being overbearing, the workshop worked for me at both an awareness and application level. I came out a more aware person.

– Arvind Kumar (Kotak Mahindra Bank)

First thing I noticed about Yogesh is that he is sensitive to audience expectations, apprehensions and needs to a fault. He consciously and effortlessly creates an environment that brings us out the best in us and affords an opportunity to learn, unlearn and relearn.

– Shreya Banerjee (Oberoi Hotels)



About the facilitator:

Yogesh Parmar is the founder of GameChangers - India's first fully integrated and diversified learning and development services enterprise - and a renowned & celebrated speaker, consultant & coach. Recently nominated to the prestigious and select list of 100 Emerging Leaders in Asia by World Consulting & Research Corporation (WCRC), he is a certified master trainer and has helped ignite and sustain significant performance excellence for 15000+ people in Fortune 100 & 500 organisations like Accenture, Hewlett-Packard, Wipro, Pearson, Airtel, United Health Group, Interglobe & Alcatel-Lucent.



Uniquely skilled with a non-condescending, animated and inclusive style, his workshops synthesize subject matter expertise with the eclecticism of behavioral sciences, liberal arts & the ground realities of the day. With an almost surreal ability to cull uncommon insights and 'connect' the dots, he is a perennial people lover who disarms and engages with his audience - spanning different geographies, sensibilities and worldviews - with iceberg knowledge and self deprecation.

About us:

GameChangers is India's first and only fully integrated and diversified people development enterprise offering end-to-end learning and development services that ignite and improve individual and organizational performance significantly within a tangible, measurable and context specific framework.

Our value proposition is building people capability and eco-systems that enable sustained excellence. Our suite of services - constituting performance consulting, L&D process outsourcing, behavioral, life and soft skills boot camps, entrepreneurship labs, performance arts based experiential programs - help a global clientele that includes Fortune 500 corporate houses, budding SMEs, international consulates, eminent universities and prominent schools foster and sustain holistic excellence.

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