

This course was designed in collaboration with Marshall Goldsmith, the #1 executive coach in the world and one of the most notable management and business thinkers of our time. This program leverages insights, perspectives, and practices from his books, articles, blogs, videos, and interviews. The focus of this program is on you. Specifically, the program activities within each module will equip you to manage your engagement so you can maximize your brand.

MAXIMIZING YOUR PERSONAL BRAND

Your brand is created by the actions you take and reaction you have to the world around you. By properly identifying, assessing, aligning, and activating, you can maximize your brand – continuously improving to maintain your best.

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The core tenants of any great brand are differentiation and relevance. Think about your differentiation and relevance. How are you authentically and uniquely different? How do you differentiate yourself, the work you are capable of doing, and how you do it? How do you deliver relevance and how do you measure your relevance to your team and organizational goals? In short, how do you explain your brand (your differentiation and relevance)? How do you explain it in 15 words?

That's known as the 15-word challenge. It's your elevator speech. Does your brand charge a spark of interest and excitement? Does it light you up and others around you? If you answered, "yes," this program will further enhance your capability to maximize your brand. If your answer was, "I'm not really sure," just know that you are in good company because that's the fact for most people. This program will provide clarity so that that you can maximize your brand. The process to maximize your brand is Identify, Assess, Align and Activate.

Module 1 - Identify: This module explains the importance of your personal and professional brand and the activities in it enable you to truly understand your current brand (i.e. who you are), which is based on the identity others have of you, and the brand you want to be your identity (i.e. who you want to be).

Module 2 - Assess: This module explains why there may be a gap between how you and others perceive your brand (i.e. habits that may be holding you back) and the activities in it enable you to overcome these roadblocks and help you find your Mojo.

Module 3 - Align: This module explains why what got you here (to where you are today) won't get you there (to where you want to be tomorrow) and the activities in it enable you to understand, prioritize, and align your strategies, tactics, efforts, and actions to establish your desired brand identity.

Module 4 - Activate: This module explains the actions needed to bring about positive behavioral change and the need for continuous improvement, which should be measured (at least) every 90 days because there is always your next 90 days.

Graduation



"If we can stop, listen, and think about what others are seeing in us, we have a great opportunity. We can compare the self that we want to be with the self that we are presenting to the rest of the world. We can then begin to make the real changes that are needed to close the gap between our stated values and our actual behavior. This program will help to increase your engagement and maximize your brand."

Marshall Goldsmith, #1 Executive Coach in the World