



STAND OUT!™

Boost Your Career With a Powerful Personal Brand

You can't sit back and hope to **GROW**. To realize your **FULL POTENTIAL**, **MOVE HIGHER**, and **FEEL GREAT** about what you do, you need to **CULTIVATE A PERSONAL BRAND**. **TAKE CHARGE** of your career—after all, **IT'S YOURS**.



THE RULES HAVE CHANGED.

IT USED TO BE THAT TEAM MEMBERS WOULD SIT QUIETLY DOING THEIR JOBS UNTIL SOMEONE TAPPED THEM ON THE SHOULDER AND OFFERED THEM A NEW OPPORTUNITY.

NOW, IT'S UP TO US TO MAKE THOSE OPPORTUNITIES ON OUR OWN. WE'RE NO LONGER DEFINED BY OUR COMPANY OR OUR JOB TITLE.

WHO WE ARE AND WHAT WE'RE KNOWN FOR IS WITHIN OUR CONTROL—IF WE KNOW WHAT TO DO.

THAT'S WHERE THE STAND OUT WORKSHOP COMES IN.



With Stand Out training and coaching, you and your team members can:

- Discover what makes you different from everyone else
- Learn how to distill your strengths and talents into a powerful personal brand
- Develop go-to language for describing your value to the workplace
- Cultivate a tremendous reputation that opens career doors
- Improve satisfaction with the work you do, just by being more in control
- Elevate your ability to guide others in personal development planning

Why build a personal brand?

The personal brand you'll develop in this workshop is powerful. It helps you discover and unlock the value you offer *independent of your current position or title*.

Why would your company help you do that, knowing you could take your improved brand anywhere?

Because they benefit too. Chances are good that once you uncover your personal brand, you'll:



Besides, who doesn't want to work at a place where everyone is encouraged to be their best?

So everybody wins.

THE STAND OUT WORKSHOP



Ahead of Time

Participants are asked to prepare for the workshop by finding previous feedback on their performance. Using a checklist, they'll complete such tasks as collecting copies of annual reviews, 360° evaluations, and talking to their trusted advisors. If they've done psychometric exercises, such as Kolbe*, StrengthsFinder†, and DISC profiles, they'll be asked to collect and bring those too.



The Workshop

This half-day interactive workshop covers concepts and exercises to help participants understand the power of personal branding and how it applies to their careers.



They'll learn:

- The critical components of an effective brand in today's networked world
- How to dissect and analyze past feedback to discover their unique brand elements
- The secret to summarizing a personal brand effectively
- How to craft a personal bio that gets attention
- Where to use personal branding to advance their career
- The confidence that comes from knowing the unique value they bring to the company



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SUSTAIN THE LEARNING ►

Workshop Takeaways

At the end of the workshop, each participant will have specific action items for putting their personal brand into real-world action. From sprucing up their online profiles to implementing a network builder, the takeaway activities ensure the benefits of the workshop extend far beyond the day.

Deepen the Learning

The Stand Out workshop delivers value all on its own. But it gains power when paired with profiling tools and workshops such as Kolbe, StrengthsFinder, and DISC, since the more participants know about themselves, the more refined their personal brand becomes. For more information on these related programs, contact inquire@ReachCapabilities.com.

