



Your Leadership Brand

Inspire leaders to build a powerful personal leadership brand that amplifies their influence.

The *Your Leadership Brand* course equips leaders with the essential skills and strategies to embed their values into their brand, driving authentic leadership and inspiring collaboration and engagement with others.

Through peer learning, activities and in-depth discussions, participants will learn key strategies for crafting a distinct, compelling leadership brand. Participants will then develop a personalized action plan to integrate their brand into every aspect of their leadership approach.

Learning Outcome

Upon completion of this program, participants should be able to:

- Apply personalized, actionable strategies to create and refine their leadership brand



Leaders of
Others



Two Hours



In-Person
Instructor-Led



Virtual
Instructor-Led



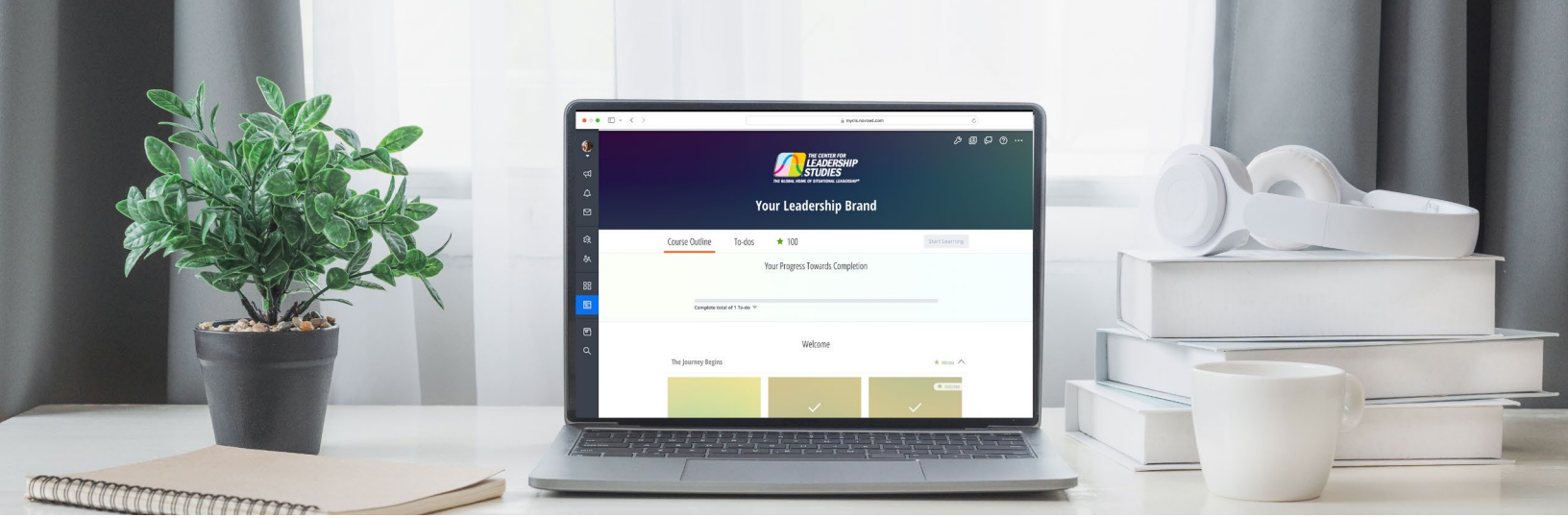
Self-
Paced



E-Certification



Sustainment
Support



Agenda

Write Your Own Story

Benefits of a Positive Leadership Brand

Three Phases to an Effective Leadership Brand

Traits to Emulate or Avoid

Human Skills

Outward Focus

Outward Focus

Draft Your Leadership Brand Statement

Action Plan

Feedforward

“I really appreciated having the dedicated time and space to create my leadership brand. I had many great takeaways and picked up some valuable insights from fellow learners!”

–Frontline Manager

“I didn’t truly comprehend the power of a positive leadership brand until this course! The fact that it can impact both internal and external perceptions of you and the organization you work for is a win-win. My group was very immersed with chats, discussions and breakouts. I can’t wait to start demonstrating my brand with others!”

–Director of Strategic Solutions

“This program is excellent! It flowed seamlessly, provided an easy-to-use process and formula, as well as set us up for success with reflection and collaboration.”

–Vice President of Human Resources

Learning Formats

MODALITY	In-Person Instructor-Led	Virtual Instructor-Led	Self-Paced
DURATION	2 hours	2 hours	2 hours
SEAT TIME	2 hours	2 hours	2 hours
LEARNING STYLE	Synchronous	Synchronous	Asynchronous
MATERIALS	Participant Handout	Digital Participant Handout	Digital Participant Handout