

AURORA

Developing Your Personal Brand

Make a powerful statement about who you really are.



I have a new tool kit to assist in day to day interaction. Understanding archetypes has been very useful and being used; consciously avoiding warrior to warrior and good use of the sage and magician.

Director, International Property Company



To be in business today, our most important job is to be head marketer for the brand called **You**.

Regardless of age, position, background or the business we are in, all of us need to understand the importance of branding.

What is Personal Branding?

A successful personal brand is authentic. Thus, you need to know yourself before you can build a successful brand. Your brand is a promise of the value you'll give. If you want to grow **your** brand, you've got to come to terms with power ... your own!

Do you want to?

- Get even better results.
- Understand who you really are.
- Increase your confidence.
- Differentiate yourself from your peers.
- Expand into new business areas.
- Have more rewarding jobs and assignments.

If you ticked one box, you'd be making a good investment.

If you ticked more than one, our personal branding workshop is most definitely for you.

What does it take from you?

All you need to bring with you is:

- A passion to succeed.
- A willingness to learn and explore.
- Courage to breakdown barriers.
- A willingness to discover hidden skills, opportunities, and potential.

Today brands are everything. If you want people to see you as a powerful brand you have to act like a credible leader. When you're thinking like brand You, You're leading You!

What is the content?

- Understanding your identity.
- Orientation of the way you work, compared to the organisation you work in.
- Defining your Personal Brand.
- Developing your own personal Vision and Mission Statement.

How does it work?

The workshop is designed to include the following:

- Individual analysis and reflection time against a unique framework (Pearson Marr Archetypes).
- Peer working and feedback.
- Individual and group exercises.
- Completion of a simple diagnostic tool.
- The opportunity to put into practice what you have learned.

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This was a stimulating, fun and fascinating workshop. You elegantly provided me with an inspirational framework for understanding and connecting with people. I have found it very powerful and enabling both for myself, the team I work with and for my facilitation of other people's journey. It gives a wonderful perspective and expression of development, values and drivers.

Independent Coach

We work hard to create the right environment for maximum learning and we guarantee that the events will be memorable and challenging.

They are structured for you to get the results you want.

What if I decide to go ahead?

Only you will be able to create the conditions for you to thrive and bring the best of yourself to work. We can help you by developing your leadership capability through:

- Discovering hidden skills and potential.
- Discovering unconscious patterns and becoming aware of their influence

- Bringing balance to your life.
- Being clear about who you are and who you are not.
- Differentiating yourself with authenticity.
- Creating your own Personal Brand Statement that resonates at a deep level.

The results will speak for themselves. You can be assured that you will go on to be more effective in whatever you do by expanding your ability to shape your future and take new actions.

Who will be facilitating these events?

Dawn Bentley is the lead facilitator and one of only a handful of people in the UK trained in this approach (Pearson Marr Archetypes). She has a breadth of management and commercial exposure through a variety of business situations and has managed several organisations through change programmes. Having worked for major UK and Global companies in the private, and public sector, her experience has allowed her to successfully lead and develop individuals, and teams, to achieve results.

Her aim and commitment when working with either teams or individuals is to enhance their performance and recognise their true capability, ensuring there is some knowledge transfer in the process.

In addition to her commercial experience, she brings over ten years experience of facilitating on a highly effective Leadership in Management programme, is an accredited coach with Strathclyde University, and has an MBA from Sussex University.



Want more Information?

Contact Dawn Bentley at: info@aurora4success.co.uk
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Defining your uniqueness