

HAWORTH®

Building Your Personal Leadership Brand

Building Your Personal Leadership Brand
(One-hour course)

AIA Course #: HAW592

IDCEC Course #: CC-107214

Subject Code: 8. Business & Professional Practice/ 8. Oral Communication Skills

Course Description:

This session focuses on the wide scope of personal interactions required to maintain a professional relationship with a client or prospect. To best navigate the roads of communication and meetings in an ever-diversifying workplace, this course aims to help learners understand their personal leadership brand. This leadership brand is defined by each individual's strengths and the value that they add to a team and organization.

Course Objectives:

- Define Personal Leadership Brand
- Identify steps to develop your personal leadership brand
- Make a first great impression
- Use communication to your advantage
- Host effective meetings
- Maximize relationships with your diverse network

Course Outline:

1. Define Personal Leadership Brand
2. Assess personal leadership brand through exercises
3. Develop personal leadership brand through:
 - a. First Impressions and Lasting Connections
 - i. Networking Discussion
 - b. Leveraging Communication and Social Media
 - c. Hosting Effective Meetings
 - i. Meetings Discussion
 - d. Maximizing Diverse Network
4. Authenticity and Leadership
5. Conclusion | Questions and answers