

Me, myself, I
Firing up your
personal brand and image



For members of
Redhill & Reigate Referrals

Presented by

Kerrie Ellis and **Kevin Horlock**

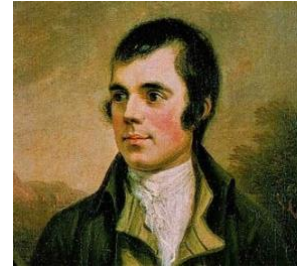


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Me, myself, I

O wad some Pow'r the giftie gie us
To see oursels as ithers see us!
It wad frae mony a blunder free us,
An' foolish notion:
What airs in dress an' gait wad lea'e us,
An' ev'n devotion! **Robert Burns**



For those unfamiliar with the Scots tongue ...

If only we could see ourselves as other see us! We'd avoid many blunders and foolish thoughts. We'd change how we look, how we gesture and what we consider important.

What?

A high impact, powerful, **results**-driven programme designed to boost your business by developing your **personal brand and image** and by enhancing your **presentation skills**.

Why?

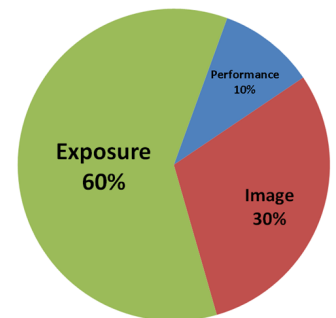
Are you at the **top** of your game? Business bang **on track**? Closing **every** piece of business? If **not**, consider these unwritten rules discovered in the research of business expert Harvey Coleman.

People who want to fine tune their skills and move up in their profession:

1. Perform exceptionally well
2. Cultivate a proper **image**
3. Manage their **exposure** so the right people will know them.

But just look at how the impact of these three is measured. →

You're brilliant at 1: we can make you brilliant at 2 and 3 as well.



When?

23 October 2018 from 0830 – 1730

Where?

Reigate Manor Hotel



How?

The most important consideration is what **performance changes** each member wants to achieve from the programme. Knowing this enables us to deliver highly focused **one-to-one coaching** on the programme in the context of everyone's business.

To understand this, a key part of the programme is a 45-minute **one-to-one preliminary session** with each participant.

The programme will make full use of **video recordings**. We shall offer **coaching in the moment** and individual debriefing.

Who?

Members who need – and **want** – to boost **sales**, save **time** and enhance their **reputation** by developing their personal brand and enhancing their presentation skills.

Me, myself, I

Nailing your personal brand – why it matters and how it promotes your values

- First impressions count and they're long lasting
- Your brand has a positive impact on your career success
- Your brand communicates who YOU are
- It's a showcase for your personality and values
- Taking control of your brand builds your confidence

The personal brand iceberg



kerrieellis
image consultant and personal stylist



Communicating your personal brand

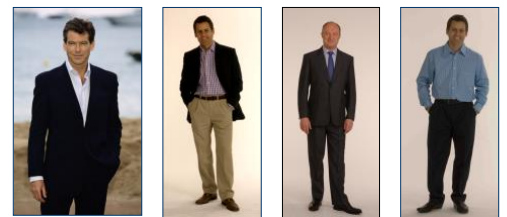
Your choice of colour affects how people see you

- Understanding colour and its impact on others
- Choosing what works for you and in what situations
- How your brand can encompass both business and casual style
- And we mustn't forget our body shape! Some tips...

How to make sure your wardrobe promotes your style

- Most of us wear only 20% of our clothes 80% of the time
- How to mix and match for work, casual, weekends
- Avoid mistakes
- What about grooming?

Business and smart casual dress



**"It takes 20 years to build a reputation and five minutes to ruin it.
If you think about that, you'll do things differently."**

Warren Buffet

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Create impact with your first impression

Gain rapport with the audience
Display professionalism and proficiency



Establish your credibility

Communicate with enhanced authority
Convey enthusiasm
Communicate proficiency with conviction
Use evidence to boost informative messages

Spur people to take action

Present in a results-driven manner
Persuade an audience to take action
Motivate others with clarity and succinctness



Just **£287** all in – no VAT

This investment includes all materials and refreshments, a preliminary individual one-to-one session and an individual follow-up one-to-one session with all participants.

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If you think about that, you'll do things differently.”**

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