

Professional Branding

You are of great value to ENTER; you're either an expert or on your way to become one. How can you make sure that people will find you and know what to expect from you? Personal branding is the process of developing a brand that fits & represents you, and presenting that brand in a authentic, unique and consistent manner. Since this workshop focusses on the 'professional' version of you, it's called professional branding.

During one evening we'll focus on your work as a knowledge professional for ENTER. What are the values you believe in and subscribe to? What sets you apart from the crowd, what makes you a reliable 'brand' and how to act according to your 'brand'? This evening will help you to decide what professional activities fit you and contribute to your brand.

Program for the two evenings

By combining theory and exercises we'll work towards your unique professional brand. That brand is a story you can use to stand out from the crowd. It will help you to focus on your key values in your daily work, and deliver your services in a reliable and consistent manner.

Evening 1

- current problems and opportunities: what could a Professional Brand add to your daily work?
- values you show and care about in your work as a knowledge professional
- your professional identity: the cornerstones of your brand
- ambition and pride: how to be a brand in a Dutch environment
- story telling: what's your story?
- targets and a action plan: specific actions to start the positioning of your brand new brand

Evening 2

- experiences with your brand: what are the core values that people
- networking: letting people find you and your qualities
- ownership: show how you can help the customer and ENTER
- enlarge your impact: exercises and a specific plan of action to further establish your brand
- the network pitch: your tagline for every situation