

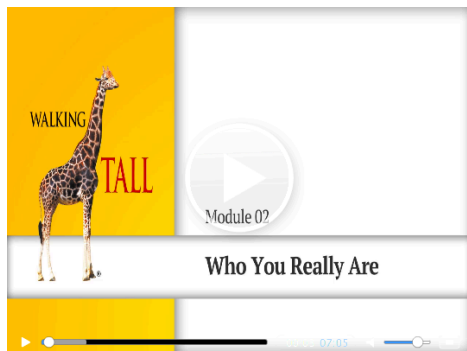
Walking TALL Video Modules Short Descriptions

Module 1 - Introduction (8.23 mins)



Understand what personal branding is all about, why it is necessary for your career progression today and how you can get the most out of this program. Establish what your goals are and start to create your objectives. This session also outlines the *7 Big Strides to Personal Branding* © and the key principles involved in building, packaging and projecting your brand.

Module 2 - Who You really Are (7.05 mins)



It's time to put on the brakes and think about what you really stand for and what you want to be 'famous' for. You can't leave this to chance any more - you need to make it easy for others to recommend you and 'sell' you by making it clear to yourself and others what your authentic brand really is. Learn some key steps in assessing your brand so you can build it effectively.

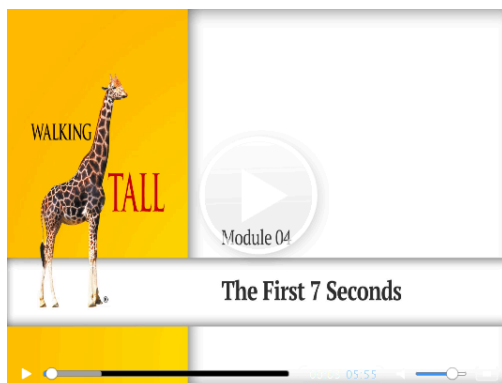
Module 3 - Managing Perceptions (7.19 mins)



Discover practical ways to apply feedback from others about your brand so that you can manage the perception gaps more effectively. What you think you project to the outside world, is of course often very different to how others see you. You need to raise self-awareness in order to manage your brand effectively.

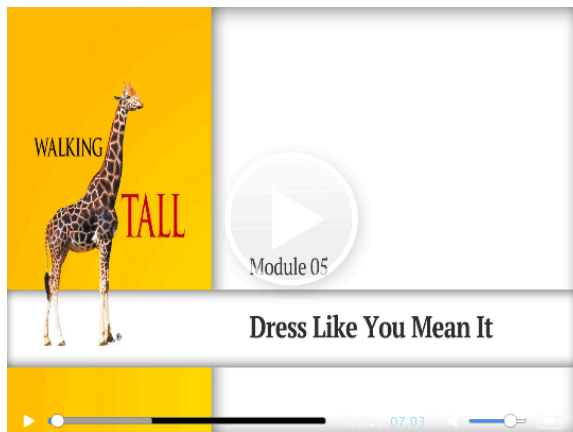
Learn how to encourage a feedback culture in your team to aide positive management of your brand.

Module 4 - The First 7 Seconds (5.55 mins)



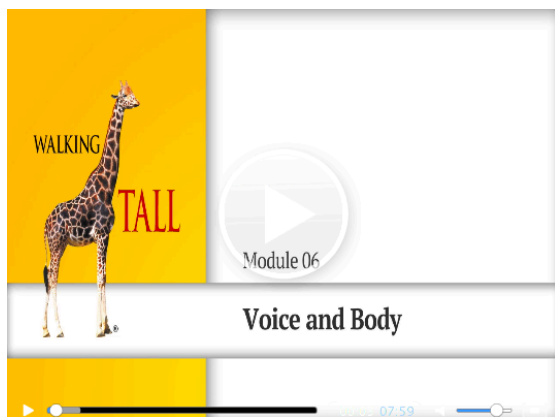
It has never been important to think about your first impression consciously that it is now in business. Within a few seconds people have a perception of you that could either get in the way of effective communication and business, or pave the way for credibility, trust and buy-in. You need to bring your first impression to your conscious radar and manage it. Learn some tips for creating a positive impact in seconds.

Module 5 - Dress Like you Mean It (7.03 mins)



Whether we like to think it matters or not, studies show us it does - people judge us on how we choose to dress. Therefore we need to ensure that our wardrobe aligns with the messages we want to project about ourselves and our brand. It's about not letting your image get in the way of your brand - and dressing appropriately. This session provides some thoughts for you to consider and re-assess where need be.

Module 6 - Voice & Body (7.59 mins)



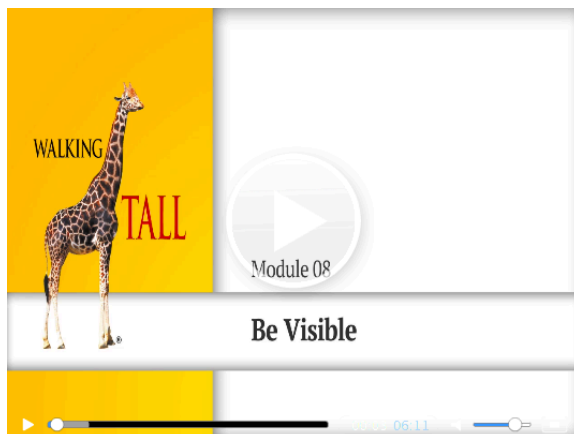
Your voice and your body language are elements of your brand that are often not considered. People will make judgements on you sub-consciously, by how your voice sounds on the phone or on a conference call for example. The same with some silent indicators like body language. This session will bring your attention to some of the areas that you can assess and manage more in alignment with your brand.

Module 7 - Presentational Brand



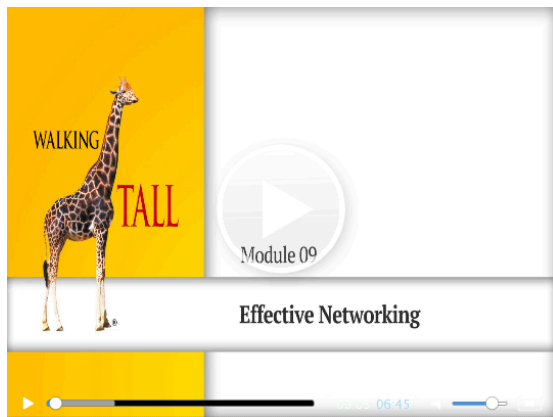
Becoming great at presenting is now a key factor in career progression, getting noticed and gaining exposure. Whether it's to an informal group or a larger audience you need to be able to engage quickly and effectively and getting personality and authenticity into your delivery and message is a powerful way to do this. This session is not about presentation skills per se, it's about your brand coming through in one of the most important communication mediums in business.

Module 8 - Be Visible (6.11 mins)



It's no good having a great personal brand if nobody knows who you are, what you do and what you're great at. You need to be known for what you do internally and externally to your organisation. In this session you will gain some tips on building your visibility plan in a structured way, rather than leave it to chance.

Module 9 - Effective Networking (6.45 mins)



Networking is not just about attending as many events as possible and collecting business cards. This is not effective and good use of time., This session will cover some tips on getting the most out of every event you attend and how you can create a great impression and brand each time too.

Module 10 - Each Time, Every Time (6.35 mins)



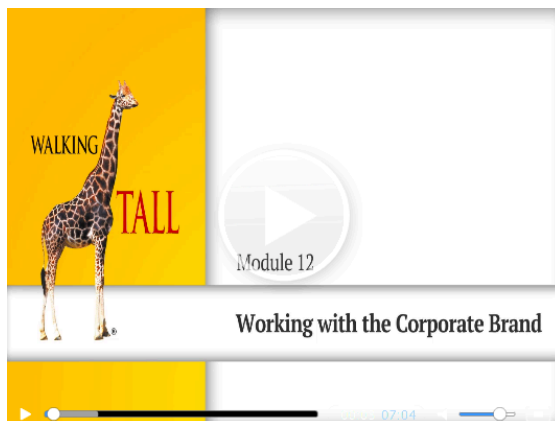
For any brand to be successful, it needs to be consistent. Here are some examples of what it means to be consistent across all forms of communication. Without this, your brand will be confusing to others and you won't be controlling it in the way you need to.

Module 11 - Your Goals and Actions (5.16 mins)



If we don't set realistic goals, all the great intentions we have are unlikely to materialise. The session will help you to bring all the new ideas together into an action plan so you can make changes effectively. And keep momentum going.

Module 12 - Working with the Corporate Brand (7.04 mins)



The most powerful and valuable element of the corporate brand today is people behaviour and the experiences your clients and stakeholders have as a result. From a career progression viewpoint, you need to be aware how your personal brand impacts the corporate brand every day with every communication you have. Creating the synergy between the corporate brand and the individual personal brand of you and those in your teams, will provide for a powerful differentiator for your business.