



Position Yourself for Success – Develop Your Unique Personal Branding

A Self-Study Workshop to Create a Compelling Identity That Attracts Your Next Promotion or Job Opportunity

I know that female professionals can do so much better on positioning themselves for success!

I have been experiencing in my 1-on-1 coaching sessions with female professionals many times the frustration and disappointment of working hard, long hours and still not feeling appreciated, being considered for a promotion or exciting new projects.

So, my coaching partner Clare and I decided to develop a workshop that helps you to create your unique personal branding, so that you get seen for your hard work – and attracting everything you want in your career instead of working so much for it.

Don't wait for others to see your hard work - own your career advancement!

In the following pages, you will find all details about this individualized workshop, that we created based on our experience working with female professionals for many years. Please read the document and evaluate if the outcome and the addressed pain points resonate with you.

We invite you to have a 30-minutes conversation to understand your career and life goals and how your personal brand will help you to achieve what you aim for.

Participant's Voices

'A course full of personal insights accompanied by inspiring coaches'

*'Helps getting the clarity on who you are and want/should go. Triggers reflection.
Encourages reaching out for feedback. It is like spa and gym for your mind. '*

Schedule a conversation and let's talk! It is free and will contribute to your clarity if this is a good next step for your career advancement: <https://calendly.com/sabine-wieger/personalbranding>

The goal of the workshop is to build your unique personal brand step-by-step, so that you know how to 'market' yourself best and set yourself up for success by being recognized for your expertise, personality and/or special skills.

Your journey to establish your personal brand will combine theory and practical action steps to ensure you create, by the end of the course a living, breathing personal brand.

The course is designed to create a truly meaningful impact on your personal brand journey. Imagine a cozy, supportive space where you can delve deep within. With your **personal action guide** in hand, you'll embark on a journey of self-discovery, uncovering the core of what matters most to your brand. Then, with our **thoughtful workbook** as your companion, you'll learn the building blocks to construct your unique brand, brick by brick.

And our **live coaching sessions** provide a nurturing touch. In these heart-to-heart exchanges, we are stand beside you every step of the way. Here, you'll **receive personalized coaching, engage in reflective conversations, and have all your burning questions answered.** We're here to guide you, support you, and celebrate each stride you make toward owning your personal brand story.

The process of developing your personal brand:

- ✓ Each module, from one to five, is a key step in crafting your personal brand.
- ✓ Receive new module content weekly and take the time you need to process it.
- ✓ The workbook is your go-to for module insights.
- ✓ Work through exercises in the action guide to shape your brand.
- ✓ Begin with the Positive Intelligence Assessment to understand your inner challenges.
- ✓ Book two personalized 30-minute Zoom coaching sessions to deepen your brand exploration.

This is **an intense hands-on self-study course** as we also address behaviors and triggers that usually stand in the way of our life vision and career advancement.

Especially, because of the **personal guidance in our 1:1 coaching sessions, you will see your career path and positioning evolve and** together we will make sure that you finish the workshop with this personal brand that sets you up for what you aim for.

For whom was this workshop created?

- Female professionals in corporate jobs
- Female emerging leaders
- Female high potentials
-

What pain points do we address?

- Not being recognized and known at work.
- Not being considered for promotions
- Not being able to clearly articulate your unique vision, goals, and values
- Not knowing on how to best 'sell' yourself internally and externally to attract more opportunities in your profession.
- Not knowing how you are perceived online and offline.
- Not having a consistent online and offline communication strategy that contributes to your career advancement.
- Not being conscious of the brand you present, which may not serve you well.

Participant's Voices

'Everyone should set time apart for themselves. This is a great way to find out where to invest the time and work on your career vision.'

'It was a great great experience and came exactly at the right time when a challenge became a new opportunity.'

Your outcome:

- ✓ Positioning yourself to attract the next promotion, job, project, employer, etc. whatever you define as your personal success or career advancement
- ✓ Understanding how to clearly define your personal brand, how to communicate it and how to market ('sell') yourself best.
- ✓ Driving your career advancement pro-actively.
- ✓ Boosting your self-confidence and self-awareness by understanding who you are, your uniqueness, your skills, strengths and expertise.
- ✓ Understanding and working with your inner saboteurs that might hold you back

Learning objectives:

- Explore the importance of having a personal brand and identify how and where you can improve your existing brand, so you can start building a brand that reflects how you want to be known
- Clarify a vision for your personal brand, so that you know exactly where you are headed with your branding goals
- Define who you are and what you want to represent with your brand, so that you can share the best of yourself with your audience
- Craft a brand message that incorporates your unique value, so that you reach the right people, and they are clear on the benefits you offer
- Develop the visual style of your personal brand, so you present a coherent identity that's immediately recognizable
- Communicate your brand through your words and behaviors, so you are consistent with the message you project and build an effective network to get recognized
- Refining your personal brand and implementing action steps to achieve your short term and long-term goals with your personal brand

Course details from start to finish:

1. In our **initial conversation** (30 min) before the course starts, we talk about your current situation and your expectations
2. You go through the **Positive Intelligence Assessment** and send us the result and schedule a 15 min conversation with us, to help you understand where you possible self-sabotage
3. **Every week (for 5 weeks) you get the material for a new module – modules 1 to 5–** for each you will receive:
 - ✓ Action guides
 - ✓ Workbook (total 70+pages)
4. You arrange your two (2) **1:1 coaching sessions** (a 30 min) via our booking system
5. We set **WhatsApp** for ongoing support and questions

What will get you to your personal brand

- ✓ The commitment, willingness, motivation and positive mindset to build your personal brand.
- ✓ Working on the agreed action steps of the modules.
- ✓ Pro-active approach to book your coaching sessions.
- ✓ Come prepared to the coaching sessions with your questions (e.g. if you see personal obstacles) .
- ✓ Understanding that the result depends on your effort to work through the material.
- ✓ Trust in yourself while building your brand.
- ✓ A lot of fun and passion while you set your career up for success advancement.

Overview of topics of the live modules and concrete steps:

Build Your Unique Personal Brand Step by Step



Your investment to position yourself for success includes:

- ✓ **Initial conversation** (30 min) before you start the course
- ✓ **Positive Intelligence Assessment** and a **conversation** (15 min) about the result
- ✓ **Material for the Modules 1 to 5**
- ✓ **Two (2) 1:1 coaching sessions** (a 30 min) via our booking system
- ✓ **WhatsApp-message-setup** for ongoing support and questions

Total: € 356,- (€ 297,- + 20% tax €59,-)

The material of the first module will be released at payment of the full amount.

We can't wait to work with you to build your personal and making sure your distinct talents and strengths shine through!

Kind regards,
Sabine

About **Sabine Wieger**, Certified Professional Coach via ICF (International Coach Federation)



Sabine, Coaching, Sales and Business Development Expert, works with leaders to boost their (self) leadership skills and entrepreneurial thinking to reach their personal and professional goals. Through discovery of their own uniqueness, strengths and potential, her clients accelerate their career and business success.

Most recently, Sabine has been coaching and guiding leaders through agile/ teal (write out teal) transformation, to help them optimize the impact on their roles and discover new opportunities opened up by organizational change. Her success-proven method is sustainable and environmental friendly, coaching virtually with leaders around the world for over 10 years accruing 1400+ of client hours.

Sabine is an energetic, dynamic, dedicated and passionate leadership and business development professional with over 25 years' experience in business and leadership development in US and European markets.

In partnership with Merlo Coaching

About **Clare Merlo**, Certified Professional Coach via ICF (International Coach Federation)



Clare, has been coaching for 10 years, actively accruing 1250+ of client hours. As a facilitator of the Personal Branding course, Clare will guide you through developing your mental fitness. Through awareness and focusing techniques, you will learn to meet life's challenges by quieting your inner critic, thus allowing you to courageously take on career and business challenges, with greater ease and less stress.

Clare has wide-ranging experience in finance and not-for-profit, technology consulting for the United Nations in Italy at the Food and Agriculture Organization, the World Food Programme and as the Director of Business Solutions in Miami. She also has experience coaching teams and leaders through a worldwide change initiative at the Office for the Coordination of Humanitarian Affairs (OCHA) in New York and Geneva, Switzerland and UNON, Nairobi, Kenya that we can draw upon. As an Executive Coach to the Florida Leadership Development Program 2019 cohort, she worked with high potential Government staff.