



*Paula Smith Presents*

# EXCEPTIONAL BRAND



**PERSONAL BRANDING AND REPUTATION MANAGEMENT**  
**ARE YOU MANAGING YOUR PERSONAL BRAND OR ARE OTHERS**  
**DOING IT FOR YOU?**

**ARE YOU OFTEN BEING OVERLOOKED FOR THAT PROMOTION,**  
**SPEAKING GIG, OR CLIENT BOOKING?**

**ARE YOU CONFUSED ABOUT HOW YOUR IMAGE IS BEING**  
**PERCEIVED BY OTHERS?**

Your personal brand is so much more than your personal presentation, your business card or your social media profile. Developing and then managing a personal brand is something that every professional needs to consider carefully. A strong brand identity is what successful businesses depend on, your personal brand should be no different. Your personal brand is about your whole package as judged by your key constituents.

If you are employed by an organisation, your personal brand should also align with the brand, values and vision of the Company you work for.



Trust is currency in business and a strong and trusted personal brand is critical for building and maintaining strong relationships

The Exceptional Brand workshop has been developed for the key people in your organisation or business. You may even be the brand of your own business.

**PERSONAL BRAND DEVELOPMENT**  
**IS AN ESSENTIAL CAREER**  
**OR BUSINESS STRATEGY.**

**Paula Smith is your Expert in Presentation Intelligence™**

Professional Speaker (CEP, CSP), Author, Master Trainer and Business Consultant has been helping experts, entrepreneurs and organisations to grow their business and their brand by harnessing the power of Presentation Intelligence for the past 30 years. Ask for Paula's full Bio.



## THE PRESENTATION OR WORKSHOP INCLUDES:

- The myths around personal branding
- What is a personal brand?
- Who's the judge?
- Your brand promise
- Do your brand values fit?
- Being a brand of influence
- Authentically you
- The brand gap
- A 4 package strategy
- Brand confidence when communicating
- Work/life integration - having it all
- We don't all have the same package
- Your brand buddies
- Your digital brand voice



**IT'S TIME TO TAKE BACK CONTROL AND DELIBERATELY AND CONSCIOUSLY BUILD A PERSONAL BRAND THAT MATTERS**

## HOW THIS PROGRAMME IS DELIVERED:

The Exceptional Brand programme is delivered in-house for the key people in your organisation. In-house programmes can be presented in a half or one-day face to face workshop. This topic can also be booked as a presentation for your next event or conference

## YOUR INVESTMENT IN THIS PROGRAMME IS:

In-house price on application

**CONTACT US  
FOR A FULL  
PROPOSAL FOR  
YOUR  
ORGANISATION**