

# Elevate Your Personal Brand -



**A full day workshop exploring the four behavioral styles and how they impact our personal brand. Discuss the role of authenticity, vulnerability and accountability in developing skills and demonstrating value. Explore communication forms, motivators and the drivers of engagement. Connect your core values to organizational goals. Use ORSC™ tools to build team cohesion.**

## Workshop Overview

- Sharing our stories and perspectives
- Mapping purpose and passion - Explore branding and value proposition
- Review behavioral and communication styles; DISC® and 12 Driving Forces®
- Examine the drivers of engagement and increase personal presence
- Authentic Leadership - what is it and why it's important?

## Takeaways

- Value Proposition - What is our value to the team and our organization
- Team alignment with broader perspectives
- Brand Statements - Ability to articulate and embrace our personal brand
- Personal User Manuals - Handbook on communication style and skillsets
- DISC® and 12 Driving Forces® Reports

“ The workshop with us was wonderful. You helped us set the groundwork for powerful work together. ”

- S. Diamond; Listings Project

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