



From Purpose to
Performance

UNLEASH BRAND YOU

10 Weeks to Identify, Design and Implement
Your Personal Brand Strategy

For more information and details contact us:

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**REACH
OUTSTANDING**
GROWING THE LEADERS OF TODAY

PROGRAM OVERVIEW



Reach Outstanding® is proud to offer a dedicated program focused on developing a personal brand which represents an individual's skills, credentials, values and ambitions.

By partnering with clients, we move towards creating a personal brand which demonstrates who they are and what they offer to organisations, the industry, wider communities and society in general.

A brand is not just limited to companies, an individual's brand both in the professional and personal sphere can impact opportunities, recognition and professional growth. **Unleash Brand You** has been created to support managers, leaders and business owners to create an impact through their own personal brand.

Benefits include:



Increased Executive Presence



Proactive LinkedIn Engagement

Greater Self-Confidence



Clarity of Purpose, Mission & Vision

Creation of a Personal Strategy

Increased Recognition from Stakeholders



Rise in Promotion Opportunities

Increased Insights & Self-Understanding



Mindset Shift Towards Performance & Growth

PROGRAM APPROACH



Creating a brand which reflects an individual's essence and the impact they want to make within an organisation and the wider world is fast becoming a sought after service.

This program focuses on creating your brand so it best reflects their story and purpose to clients, management, employees, peers and society. The 10-week process starts at the foundational level of who you are and progresses towards implementation.

Topics include:

- Identify Who You Are
- SWOT Analysis & Identifying Goals
- Your Vision & Mission
- Your Unique Selling Point (USP)
- Understanding your Impact
- Aligning to Your Values
- Networking Skills
- LinkedIn Strategy
- Thought Leadership
- Preparing for Promotions and New Roles
- Support Tools & Techniques

Program Approach:

- 10-week program
- Ten one-to-one coaching sessions over the duration of the program
- Each session focuses on a set theme
- Profile Xt assessment undertaken

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