

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/2274

Managing Your Professional Image and Building a Personal Brand

Advance your career and differentiate yourself with a distinctive presence.

Making a strong and favorable impression in business is far more than following a list of “do’s and don’ts.” You must perfect an authentic professional image—your own unique “brand”—that’s truly right for you and nobody else. Your image and brand need to benefit you not only in your organization but also in today’s culturally diverse world.

By attending this course, you’ll have the opportunity to assess your own image and see yourself as others see you. With expert coaching, you’ll begin to enhance and develop every aspect of your “professional presence”—one that will also help you to pursue your career goals with greater self-esteem and confidence.

How You Will Benefit

- Understand professional presence and its importance in business
- Know how to apply the principles of personal branding
- Assess and critique your own professional image
- Identify and use the principles of global and cultural etiquette
- Apply the principles of professionalism in a business and personal environment

What You Will Cover

- Developing your personal brand with confidence and credibility
- Knowing and creating the right “look” of professional presence
- Practicing the tools for powerful in-person and electronic communication
- Exploring the social context of professional presence
- Correcting a lack of cultural awareness to avoid compromising business dealings
- Formulating strategies for maintaining your professional presence

Who Should Attend

Business professionals who want to project a positive image and distinctive brand.

Special Feature

See yourself as others see you—in this course, you’ll be recorded and receive supportive and positive feedback, as well as helpful recommendations.

Schedule

- [2] days - \$1,995 Non Members
- [2] days - \$1,795 AMA Members
- [2] days - \$1,700 GSA

Credits

1.2 CEU

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