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
Developing Your Personal Brand and Professional Image

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 the importance of branding yourself and why it is critical to your career
- Appreciate the art of self-promotion
- Improve your self-introduction and how you see yourself
- Enhance your online and social media brand and reputation
- Establish presence, confidence and credibility
- Use your strengths, values, and passions to authentically be you
- Be present in the moment and stay present
- Carry yourself with confidence and do it naturally
- Polish your personal brand with a professional appearance
- Know the power of your body language and communication style

What You Will Cover

- Building a compelling personal brand that can influence the direction of your career
- Assessing and critiquing your current brand reputation
- Promoting yourself using the four Ps of self-promotion
- Exploring the three principles for establishing your personal brand image and influencing how others see you
- Identifying your professional strengths and promoting them to gain credibility, visibility, and presence
- Using strategies to manage your online brand and reputation
- Elevating your perceived confidence by developing a personal style that works best for you
- Maximizing your communication strengths by understanding your style as well as styles of others in order to apply the “Platinum Rule”
- Making a good first impression
• Developing a network and building strong relationships
• Making an emotional connection with people
• Understanding the impact your professional appearance has on your personal brand
• Exploring the power of body language
• Practicing the art of powerful communication
• Creating your personal brand vision board focusing on steps that will grow your personal brand and advance your career

Who Should Attend
Anyone who is interested in advancing their career by demonstrating more credibility, poise and presence in business interactions, team meetings, presentations and customer interactions both locally and internationally.

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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