

Imagine...



a business where the staff are:

- ♦ self-motivated
- ♦ self-responsible
- ♦ highly productive
- ♦ principle-centred

Imagine...

... that the staff in your business feel fully engaged in their work and with their customers because they are in touch with what the organisation is about and the value they deliver to it.

John Carroll's **Personally Branded** series of workshops and business development programs is a unique organisational and people development approach, combining the principles of human motivation and psychology with relevant concepts from strategic branding and marketing.

The Personally Branded Philosophy

Developing a brand image is about much more than creating a logo. You have to create the right mix of perceptions about the organisation. All too often, the people who really have the power to create the right perceptions - the staff of the business - don't do so either because they don't understand it, or because they aren't really engaged with the corporate brand and what it stands for.

To be truly engaged, staff members must see a fit between the direction, values, aspirations and goals of the organisation and their own direction, values, aspirations and goals.

As individuals, we also have our own, unique "personal brand," which is really our perceptions of ourselves and the perceptions that other people hold about us. If we have control of our personal brand, we have a much stronger sense of self, our fit with the business and our fit with the world.

A **Personally Branded** program aligns personal brands with corporate brands to develop both individuals and the organisation. It helps create more engaged, more productive individuals, a stronger, more cohesive team, better leadership, better service and ultimately, will help deliver better results for your organisation.

Personally Branded Programs

The **Personally Branded** series includes the following core programs:

1. **Personally Branded You** can be run as a stand alone workshop over one day, or spread over a number of shorter sessions. This workshop will help staff better understand themselves and their own motivations, goals and aspirations. It will show them how they can align themselves more closely with the organisation's purpose, vision and desired image for mutual benefit. The outcome is happier, more self-motivated, more productive employees.
2. **Personally Branded Leadership** is a one or two day program, which can be split over a number of shorter sessions if preferred. This unique leadership training starts from the premise that you can't lead others until you can lead yourself. It builds on a foundation of the 'Personally Branded' principles, then explores the crucial issues of leading, managing, communicating and working effectively with others in any organisation.
3. **Personally Branded Service** training comes in a variety of formats, varying from 2 hours to a full day. This program develops improved self-understanding and greater connection with the organisation's purpose, vision and desired image through the 'Personally Branded' principles. It then explores how staff can use their personal brand identity and image to develop creative ways of going the extra mile to create uniquely 'wow!' experiences for customers in any industry.
4. **Personally Branded Motivation** is an entertaining keynote or seminar style presentation that stimulates the audience to think more deeply about their role in life and to take action to add greater value to the world around them.
5. **Personally Branded Business** is a unique, exciting, stimulating keynote presentation that offers a different view to running any organisation based on the principles of the 'Personally Branded' series.

Personally Branded Outcomes

A **Personally Branded** program guides your staff through an entertaining practical, interactive journey to develop:

- ♦ A strong sense of individual **meaning, purpose and direction**.
- ♦ A **deep understanding of the business brand** and what it stands for.
- ♦ A greater understanding of the fit between the organization's **values, image and goals** and their own.
- ♦ A stronger sense of **self-worth**.
- ♦ A greater sense of **responsibility** for themselves and their actions.
- ♦ Greatly improved principle-centred **leadership** skills.
- ♦ A good understanding of **how to project the right corporate brand image to customers**, internally and externally, through their own personal brand image.
- ♦ Improved **communication** skills, better **teamwork** and enhanced **workplace relations**.
- ♦ A more service-focused, principle-centred and value-oriented **corporate culture**.
- ♦ Improved **staff retention** and **productivity**.

Praise for Personally Branded Programs

"I have attended two of John's workshops and both times he has changed the direction of my life. I owe a lot of who I am to the words of wisdom that John has instilled in me." *Jack Woods (Essential Energy)*

"John is one of the best facilitators because he genuinely cares and respects people; he shares and generously gives his time and talent in and outside the training room. John possesses great training techniques and is a natural coach and mentor. He delivers life changing information in a way that really hits the mark and makes an indelible imprint that can make all the difference when making personal choices in life. I highly recommend John Carroll if you want to improve, develop, motivate or just be entertained whilst being educated!" *Ivana Agapiou (Eather Recruitment)*

Personally Branded Program Costs

A **Personally Branded** workshop is very cost-effective, from only \$850* for a half day session or \$1,500* for a full day session up to 20 people (fully flexible). Smaller groups and shorter sessions can be arranged at lower cost.

Keynote presentations and seminars will be quoted on request.

I'd be happy to discuss the best options to achieve the most cost-effective, long term results for your organisation.

* Conditions apply. Please contact John Carroll to discuss your best option and for a full quotation.



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