



Successful people know how to use their strengths & minimize their weaknesses. They know how to align their agenda & goals with other people - and can promote and market themselves for a successful career. Do you? Welcome to the world of Personal Branding.

Successful businesses invest significant time and effort in creating their brand. They examine their market and then offer products that sit well with their brand. These businesses also keep an eye on their competitors and defend their market share – seeking to gain, and keep, competitive advantage.

When **individuals** begin to think of themselves and their careers in this way a whole world of possibility emerges. Because, in the corporate world...

- How you are perceived is **YOUR BRAND**
- The skills you possess and the competencies you offer are **YOUR PRODUCTS**
- People with similar skills or in similar positions are **YOUR COMPETITORS**
- How you stand apart from them is **DIFFERENTIATION**.
- People who might want you are potential **CUSTOMERS**

The **Strategic Career Navigation** program (**SCaN**<sup>®</sup>) develops this concept so that participants can market themselves effectively, building their brand and gaining opportunities along the way. The outputs are a personal career plan that will lead them on a journey of development, growth and career progression. SCaN<sup>®</sup> is a powerful program that results in significant and positive change for those who embrace it.

Over the years, many participants have found it to be life changing.

#### Objectives:

On completion of this program participants will be able to:

- Understand where they are today – Their Current Reality
- Clearly identify where they WANT to be – their short and long term goals and aspirations
- Analyse the GAP – including selecting strategies to move them forward
- Apply recognised business models on themselves to strategically position for growth, opportunity, development and engagement with others

#### What is covered?

- Personal Marketing and Branding techniques
- Planting your Brand in the minds of others
- Obtaining feedback and seeking input
- Finding and working with a Mentor
- Introduction to Strategic Thinking
- Developing key relationships – Internal and External
- Development of a meaningful personal career plan
- Coaching and mentoring by an external consultant for 6 months
- 360 degree feedback at commencement and after 3 months

Duration: 4 x 1 day or 3 day intensive.

