



Embedding Professionalism in Your DNA

Duration: One day

Time: 9am – 4pm

For: All Workers

PROGRAM OBJECTIVES

At the end of this workshop, participants will be ready to embrace the strategies that will ensure consistency in their demonstration of world-class professionalism.

METHODOLOGY

Workshop consists of lecture/discussions, visual aids, individual and group activities.

Content Domain

The four phases in the development and maintenance of **BRAND YOU**

- **Phase One:** Developing your own Personal Quality Program
 - Your vision
 - Your mission
 - Your value proposition
 - Your guiding values
 - Your personal philosophy
 - Your promise
- **Phase Two:** Positioning and selling BRAND YOU
- **Phase Three:** Adding value to BRAND YOU
- **Phase Four:** Protecting BRAND YOU

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