



# BRAND NEW YOU

PERSONAL BRANDING AND PROFESSIONAL DEVELOPMENT

## BNY Personal Branding Workshop

Through our unique programs, we focus on understanding your strengths and how to project these, creating great impact. Our program uses material and research created by the world's leading authorities and institutions and combines it with marketing and branding techniques developed over three decades of working with clients.

For the first time, Brand New You is bringing our award winning personal branding program to the Gold Coast, offered to select, like-minded motivated businesspeople who want to stand out with a clear and unique message and purpose.

Limited to 20 participants, our immersive, challenging half-day experience is all about you. During this session, you will:

- Discover the power of personal branding
- Learn practical tools to have more impact and presence
- Learn how to confidently create a lasting impact

**\$650 incl. GST per person**

**\$1,000 incl. GST Double Pass for two**

To reserve your spot, contact Rhys - [rhys@bny.com.au](mailto:rhys@bny.com.au)

## AGENDA

### 8:00am - Registration

### 8:30am - Session One

- Concepts of personal branding
- Developing your personal brand
- Introduction to "Presence"

### 10:30am: Morning Tea

### 11:00am: Session Two

- Status
- How to read others
- The science of costume
- How to create real connections with others

### 1:00pm - Networking Lunch



ARE YOU READY FOR A **BRAND NEW YOU** ?

Georgia Lane

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[www.brandnewyou.com.au](http://www.brandnewyou.com.au)

# 8 WEEK JOURNEY TO A BRANDNEW YOU

Provided by BNY's expert personal branding course facilitators, this optional extra provides participants with additional coaching before and after the workshop session.

Self-paced and online, BNY8 helps you to gain a better self-awareness and focus on what makes brand you unique, backed by leading research and practical tools that you can apply in and outside the business environment.

Over 8 weeks, or at your own pace, we take 20 participants on a journey to uncover their personal brand and develop their authentic strengths, impact and presence.

**\$450 incl. GST per person (normally \$510 incl. GST)**

To reserve your spot, contact Rhys - [rhys@bny.com.au](mailto:rhys@bny.com.au)

## WEEK ONE

### What even is a Personal Brand?

The real meaning of personal branding and how it could help you truly unleash your potential.

## WEEK TWO

### Personal Brand Statement

After discovering your personal strengths, work with BNY to create your personal brand statement - defining your purpose and what you bring to the world.

## WEEK THREE

### Five theories of self.

Understand the psychological basis of personal branding. What makes you, you?

## WEEK FOUR

### First Impressions

You can't repeat a first impression. Why?

## WEEK FIVE

### Being Present

What is presence? What does it mean? Why does it matter? How do you get there?

## WEEK SIX

### Mastering your 38%

We convince with our voice. Learn how you can convince people.

## WEEK SEVEN

### Costume

Costume is a key part of your brand. What is the costume of your brand?

## WEEK EIGHT

### Status

Status is fluid. Learn how you can use it to create impact and presence.



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