

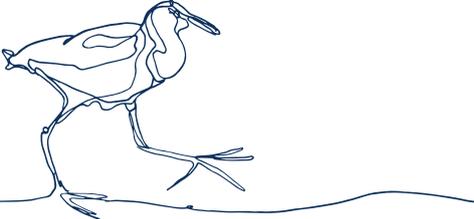
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# PERSONAL BRANDING

OWN YOUR LIFE AND CAREER

**A highly interactive workshop**

Presented by Jaco Boëttger & Leon Gropp  
in association with:

*Jaco Boëttger* 

*\*This intervention can be done with or without  
Musicians*

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# BACKGROUND & PURPOSE OF THE INTERVENTION

The Organisational Development legend and respected authority on Leadership and Culture, John Kotter, once said that a great culture motivates and inspires people. It energises people, not by pushing them in the right direction as a control mechanism but by satisfying a basic human need for achievement, a sense of belonging, a feeling of control over one's life, and the ability to live up to one's ideals. He then added that such feelings touches people deeply and elicit a powerful response. We believe that Kotter is correct. When people **"feel felt"** and respected they perform at their optimum level.

The problem is that many companies assume that the culture is conducive to high performance, creativity and innovation. They assume that everybody automatically share the same values and ground rules. It is our believe that the only way to ensure an aligned and sustainable high performance culture is to engage the employees in robust and courageous conversations on this topic. Co-creating and co-ownership of the culture is essential for entrenchment of shared values.

As a starting point of a process that will lead to this desired empowering and enabling culture, we have designed an intervention that we refer to as **"Own your Life and Career with Personal Branding"**.

The focus of this intervention is to **HELP INDIVIDUALS TO TAKE OWNERSHIP OF THEIR LIVES AND CAREERS. THE INTERVENTION ALSO FACILITATES THE DISCOVERY OF THE CHARACTERISTICS AND MINDSET OF AGILE, RESILIENT AND FUTURE FIT PEOPLE.**

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The delegates are confronted with questions like:

- Are you differentiating yourself by consistently articulating and leveraging your unique value proposition?
- Do you have CREDIBILITY...the quality, capability and power to elicit belief?
- Are you an agile future fit and liberated individual?

The intervention facilitates an awareness of the characteristics and behaviours that all successful brands share; individual or collective brands. The individuals rate themselves on their brand enablers but also rate the organisation on its brand and culture. This process naturally leads to a “ Gap analyses “ of the current situation vs the desired situation.

A commitment to shared action on creating an enabling culture to maximise personal and collective growth is the single most important outcome of this process. Achieving this awareness does not only mean a tremendous quantum leap in personal liberation for the individual BUT it also communicates a deeper level of caring and respect shown by the organisation to its employees.

## **The Personal Branding CREDIBILITY CUBE**



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# MODULES

1

**Contextualisation.** The importance of career and life self management in the post-modern global village.

2

**What we do defines us!** Understanding the fact that we all evoke certain emotions and response from others; just like any brand. Financial success and survival ultimately depends on this brand perception

3

**The “Personal Brand and Credibility Cube”:** The Six drivers of Credibility, Resilience, Agility and Future Fitness.

4

**Measuring our Credibility Levels.** Creating an Action Plan for authentic personal branding as an agile, resilient future fit individuals.

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*The companies that survive longest are the one's that work out what they uniquely can give to the world not just growth or money but their excellence, their respect for others, or their ability to make people happy. Some call those things a soul.*

Charles Handy

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# OUTCOMES

**After attending this intervention, delegates will:**

- Understand the crucial importance of taking personal **responsibility** and ownership of your life and career in an ever changing and unpredictable post-modern world
- Be able to measure and manage their brand credibility with the “**credibility cube**” as a tool.
- Grasp that a career path is but what you do with the opportunity given to you when you are employed
- Be able to describe and verbalise their own brand in terms of their **unique value proposition**
- Have an **action plan** for personal brand enhancement and development
- Have the tools to become agile, resilient **future fit** individuals
- Remain positive and productive during uncertain and unpredictable times because they understand the importance of a positive, anti - fragile **resilient** personal brand reputation as paramount to survive and excel.



*Your smile is your logo, your personality is your business card. How you leave others feeling after an experience with you, becomes your trademark*