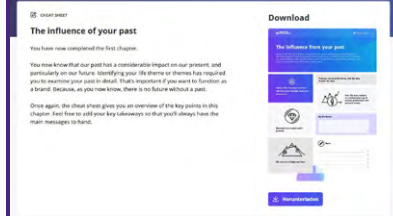
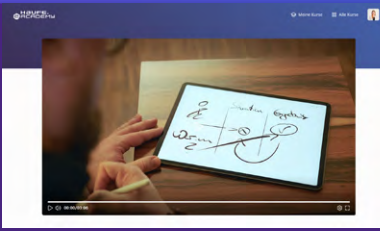
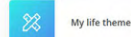




09 Defining a life theme from the lifeline

PUT IT INTO PRACTICE



08 Communicate the degree of

E-Learning

# Personal Branding – the leader as a brand

Relevant, practically oriented, to the point

Total duration: approx. 5 hours

Languages:  

Price: € 190,- excl. VAT

Package prices from 50 licenses on request

## Main Topics

- The power of the life theme for one's own personal brand
- Intrinsic motives and their importance for leadership and communication
- Giving visibility to one's own values and needs
- The personal why as the big picture for one's own personal brand
- Sharpening the role and the mission in one's own function
- Developing self-management competences
- Setting the scene for authenticity and visibility internally and externally

## Target Group

Leaders of all levels who are looking to move up the career ladder in the next few years. Also for those who aspire to a leadership position, strive for influence and development and are success oriented.

## Experts

As a pioneer in personal branding, Ben Schulz provides extensive expertise and practical insights. For years, he has successfully guided companies and managers as well as influential personalities in the areas of strategy, positioning, identity and marketing.



Let us advise you

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