



Personal Branding

*Your Qualification Gets You The Job
Personal Branding Gets You To The Top!*

Programme Description

Personal Branding is fast becoming the critical competency for any individual to stand out among the crowd and to rise swiftly in their personal aspiration and career. This 3-day program is a comprehensive and experiential workshop which focuses on your personal aspirations, unique traits and strength to bring out the best in you! No amount of academic or tertiary education would be able to impart these skills needed to communicate your worth to your superiors, peers and business associates.

Modules



Essentials

The workshop begins with the understanding of the **Essentials** - the human potential and also the challenges of your everyday worklife. The session kick starts with a motivational and self awareness talk focused on your personal achievements.



Extract

The **Extract** then conditions the mindset and brings out your positive strengths! With guided coaching, the session develops your Personal Brand Promise and Values, aligning your personal and professional life, while focusing on your individual aspirations.



Express

Having undergone inner changes and conditioning, the **Express** complements your Personal Brand Values and your outer image through experiential grooming and image. You will be guided on how to portray your Personal Brand through power dressing and social etiquette.



Exude

Finally, upon identifying and addressing all internal and external factors of "You™", **Exude** imparts the knowledge and know-how for you to live and breathe your Personal Brand!

Objectives

At the end of the course, you will be able to:

- Realise the advantages of developing a confident and polished Personal Brand skills and how to use Personal Branding to leverage client-relations and personal performance effectiveness
- Gain new insights on the 7 principles on how to better brand themselves in ways that flatter the individual's brand, thus enhancing their goals achievement
- Enhance confidence by learning about rapport building and networking skills in engaging clients, especially when organizing various functions and events
- Enhance confidence and influence as personal and professional development translates into a positive change in attitudes, appearance and actions

Who Should Attend

- Managers
- Marketing Professionals
- Sales Professionals
- Individuals who wish to enhance their personal brands

Awarding of Certificate

Certificate will be awarded by Institute of Professional Development, Open University Malaysia upon successful completion of the course.

Methodology

Lectures, demonstrations and practical application through case study and working with clients.

Fees

Programme Fees - RM 2,500

Duration

3 Days

Venue

OUM School of Lifelong Learning

Payment Methods

Please make crossed cheque/bank draft payable to:
METEOR LEARNING SDN BHD



About OUM

OUM is owned by the first 11 Public Universities in Malaysia. This has enabled the University to tap on not only the finest and best academic experts in Malaysia but the varied facilities such as laboratories and classrooms throughout the country.

Academic programmes are designed to facilitate students acquire the extra skills in the market place, to give them the added value in a growing competitive world and to meet challenges both domestically and in the international arena. Its strengths span a wide range of disciplines, from IT and Engineering to the Arts and Social Sciences, Business and Science. Quality and flexibility are the key words for all our programmes and we focus on the application of knowledge and skills.

About Chapter One Asia

Chapter One Asia is Malaysia's largest and No.1 leading provider of image and skills consulting services, specializing in helping clients develop a strong first impression and brand identity, through wardrobe and image development, communication, etiquette and protocol skills.

Chapter One Asia is registered with Ministry of Finance (MOF), the Human Resource Development Berhad (HRDB) and Ministry of Human Resource (MOHR) as a training provider.

Our trainers are registered with Institute of Bank-Bank Malaysia (IBBM). Internationally recognized and certified Chapter One is a member of The Association of Image Consultants International (AICI), The Federation of Image Consultants (TFIC), and the Association of Colourflair Consultants (MACC).

To date, we have trained over 40,000 individuals in corporations, large and small. With over hundreds of experiences in our range, we are passionate about living our mission in inspiring individuals to attain higher level of self achievement through cutting edge image & skills training.

About SOLL

The School of Lifelong Learning (SOLL) was established in February 2008 to develop and manage competency and skill based programmes, providing an avenue to lifelong learning opportunities – a second chance for many aspiring individuals who have failed to make the cut to pursue normal formal/informal education.

SOLL programmes are specially designed to equip young people with skills that enable them to engage in productive livelihoods. It is aimed to help them to acquire the mindset and know-how necessary to make self-employment a viable career option. Empowering young people to become self-employed, technically very sound and engage in a productive livelihood. At SOLL, a student can reach the highest level of training with a Professional Diploma.

Today the School of Lifelong Learning (SOLL) reaches out to community of learners of all ages and provides access to opportunities for intellectual, personal growth and competency enhancement which is in-line with the core mission of Open University Malaysia. Flexibility in time and place, variety in delivery methods, and creative use of the best in technology and facilitation (real hands-on) make our SOLL programmes unique.

The School of Lifelong Learning offers a wide range of competency and highly interactive skill-enhancing courses leading to career certificates and executive diploma programmes that can be taken in any of our OUM learning centre or our selected partner's nationwide.

Our competency based courses are affordable, convenient, and geared to your learning and career goals with real hands-on knowledge. The majority of our programmes can be completed within 4-6 months for a career certificate programme or between 12-14 months for executive diploma programme.

Admission into SOLL programme is relatively less restrictive entry requirements compared to IPD entry criteria. It leverages more on the individual's prior learning acquired through formal/informal training, life or work experience and primarily compensates for the lack in academic qualifications.

Registration Form

Name: _____

Designation: _____ Gender: Male / Female

Email: _____ Office Tel: _____

Organisation: _____ Hp: _____

Address: _____

Signature: _____



*Registration procedure, please complete and fax the registration form to book a seat/seats to the number below:

Terms & Conditions

Training registration and payment should be made at least 3 days prior to training day.

Payments are not refundable for any cancellation made by participants but a substitute delegate may be provided at no cost.

Notification of any cancellation or transfer must be made in writing to OUM-SOLL

Disclaimer

Chapter One Asia reserves the right to change the program speaker, date or venue or cancel any part of its published program and refuse registration due to unforeseen circumstances.

Accommodation & Transportations

Fees do not include any cost incurred for travelling and accommodation.

Contacts

For further details, please contact:

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