

# Consulting skills & behaviour curriculum

## Building Your Network and Brand

Delegates will learn how to:

- Analyse, build and optimise their current networks
- Apply key networking principles with existing and new clients
- Clarify the essential elements of their personal brand by analysing the 7Ps of purpose, persona, product, passion, promotion, packaging and permission
- Build out their brand proposition without any inauthenticity or spin
- Develop relevant, original ways to promote their brand – online and offline
- Understand how to exemplify their brand

### What the programme will cover

This highly interactive programme is for professionals who are engaged in client development. Participants will:

- Understand what people look for from a community and someone's brand
- Recognise the networking and brand characteristics of top performers
- Analyse their network and compare their networking building approaches to best practice
- Create a systematic approach to prioritise and develop their network to generate opportunities to enhance their business and career
- Develop original and compelling ideas that lead to long term relationships
- Refine and enhance your personal brand and build awareness online and offline
- Engage comfortably and credibly in conversation in planned and chance meetings

### Build your network

- Key networking principles and trust-building implications
- How to maximise different networking mediums and enhance your brand by leading the thinking

### Build your brand

- Understand your current implicit brand
- Develop a personal brand that is authentic and compelling for you and enhances your firm's brand
- Recognise how to live your brand rather than assert it
- Use influencing techniques in conversation to illustrate your differentiating brand qualities rather than assert them

### Build your senior executive relationships

- Understand the emotional needs that must be addressed for clients to buy
- Develop winning networking behaviours that build trust at senior executive level
- Create points of view that differentiate you and your firm

### How individuals and organisations benefit from this programme

Participants will:

- Be able to generate a powerful growing network that enhances the firm's and their reputation.
- Get to their brand essence and create approaches to strengthen their brand.
- Understand how to connect both socially and intellectually with others.
- Develop a plan to build long term relationships and generate new ones.

Organisations will:

- Increase revenues through greater leads and attract more talent.

### How we will embed learning

- Workshops with managers on the leadership and processes required to maximise ROI.
- Use of online orientations and process and tool overviews before any face to face training.
- Participants work individually and in teams on their brands and network also using relevant best practice case studies.
- Highly experiential exercises and roleplays interspersed with tutor coaching, debriefs and peer reviews.
- All case learning, processes and tools are applied to real world situations and integrated with existing approaches.
- Follow up coaching on live projects with online resources, reference videos and articles.