

# The "I" brand

## Self-marketing for women

Quite commonly it is not the person who works hard or has exceptional grades who gets ahead professionally; rather, it is the person who markets themselves the best. This is not only a frustrating situation for the deserving employee, but is also detrimental to the company and the organization as top talent is overlooked.

At the end of this workshop, you will know your strengths and talents and consider them resources. You will be able to clearly communicate your goals. You will stand by what you say and will be able to convey your goals and opinions convincingly. You will have a clearer plan for your professional future and understand how to use networking to further your goals.

### Benefits

- ▶ You understand how you come across to people
- ▶ You are aware of your strengths and talents
- ▶ You can market yourself convincingly
- ▶ You have developed an elevator pitch and are able to use it effectively in different situations
- ▶ You have a clear picture of what your professional future should look like and have put together a concrete networking plan

### Added bonus

In this workshop, you will be working with two experienced coaches. Practice talks and presentations will be recorded on video and you will receive personal feedback after each recording as part of the individual coaching provided to you during the workshop.

### Feedback

- ▶ "I am now able to highlight my strengths and what sets me apart from others."
- ▶ "I really enjoyed the workshop. I now have concrete ideas about how to systematically use my network to further my professional goals."

### Methods

The workshop uses the accelerated learning method. This means the following:

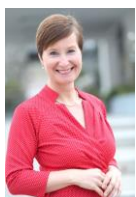
- ▶ During the workshop, you (the participant) will be **active 80% of the time**. You will combine theory with practice.
- ▶ We employ a variety of methods to ensure that all channels of perception are stimulated—this increases learning success.
- ▶ Our training is based on **situations you encounter in your daily professional life**. Therefore, you will be able to directly implement the answers and solutions you develop during the workshop.
- ▶ The workshop includes all four psychological learning steps, from mindset to skills. Through **frequent practice**, also in front of a video camera with subsequent individual analysis, and live coaching, your strengths are reinforced and new approaches and behaviors become second nature. **This ensures sustainable learning success.**

### Workshop dates

27–28 June 2018, TUM Martinsried

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### Your instructors



As a leadership expert, **Sabine Walter** has 10 years' experience in assisting executives, junior executives and entrepreneurs with their personal and professional development. After completing her academic studies in Germany and France, Ms. Walter acquired 10 years' of industry leadership experience, some of it at the Bertelsmann subsidiary arvato services. Her experience is highly regarded by both small- and medium-sized companies and large, global corporations and organizations alike.

## Workshop agenda

### FIRST DAY (9:00 a.m. to 6:00 p.m.)

- ▶ **Welcome and introduction**
- ▶ **Leaving a positive first impression**
  - Rhetoric fundamentals for compelling presentations
  - Learn about the structure of a compelling presentation
  - **1st presentation:** Market yourself convincingly
  - Feedback discussion and video analysis (individual coaching)
  - **Digression—gender talk:** Learn about gender-specific communication characteristics
- ▶ **Remembering names & small talk**
  - Learn and use techniques that make remembering names easier
  - Learn about and use the do's and don'ts of small talk
  - **From small talk to big talk**
- ▶ **Identifying and accepting one's own resources**
  - Identify your professional and personal strengths
  - Provide feedback to others about their strengths
  - 2nd presentation: Confidently describe your strength and talents
  - Feedback discussion and video analysis (individual coaching)
- ▶ **Summary, knowledge transfer & outlook**

### SECOND DAY (9:00 a.m. to 6:00 p.m.)

- ▶ **Welcome, review of day one, introduction to day two**
- ▶ **Developing a plan for your professional future**
  - Verbalize your goals for your professional future
  - Develop different career paths
  - Identify strengths and talents with respect to these career paths
- ▶ **Convincing self-marketing**
  - Identify platforms for self-marketing
  - Develop an elevator pitch
  - 3rd presentation: Convincingly present your elevator pitch
  - Feedback discussion and video analysis (individual coaching)
- ▶ **Clever networking**
  - Identify and develop new options for targeted networking
  - Learn about proven networking strategies and apply these to your own individual situation
  - Create your own networking master plan
  - Strategy game to practice using strategic networking
- ▶ **Acing your interview**
  - Labor law tips: What should you keep in mind during an interview? What questions can and cannot be asked?
  - Interview FAQs
- ▶ **Summary, knowledge transfer & conclusion**

## Your instructors



Greta Wonneberger is a communications coach who studied journalism and now devotes the majority of her efforts to further education. Among other things, she works with Federal Ministry staff, scientists, teachers and students to improve their writing and speaking skills. The experienced instructor, lecturer, and author emphasizes clear and convincing communication. Greta Wonneberger uses her experience as a journalist to support people in learning effective, target group-oriented, and fun communication techniques.