

# LEADERSHIP BRAND AND SIGNATURE

SENIOR LEADERSHIP TEAMS

**DURATION: 2 HOUR**

**PARTICIPANTS: 25**

**CTG**  
GROUP

**CORPORATE  
TRAINING  
GYM**

## KEY ELEMENTS

- My (scope of) impact and contribution as a Leader
- The foundations to building your Personal Leadership Brand
- Understanding the anatomy of your Personal Leadership Brand
- What people say about you when you are not in the room
- An exploration and discussion to create our individual Leadership Brand and signature purpose
- From complexity to simplicity - Bringing our Leadership Signature to life.
- How to specialise and differentiate yourself
- Creating powerful first impressions

How you get results defines your value as a leader. Chances are, you spend at least some time thinking about your reputation at work. But have you ever thought about your personal leadership brand? Among your community of family and friends, you have a reputation – a personal brand that reflects your priorities, the values you stand for, the offerings or promises you consistently deliver, and how you go about delivering them. At work, your leadership brand is how your personal brand plays out in the social process of leadership. In other words, it's how you interact with others to produce results.

Your personal leadership brand illustrates not only what you deliver but also how you deliver it, and should be an authentic representation of what you aspire to and cherish. A well-tended leadership brand reflects your deepest values, and it helps people – including yourself – define who you are and assess your anticipated value as a leader.

To discuss your place on our courses, please email [info@ctggroup.co](mailto:info@ctggroup.co)

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