

## Learning Outcomes

### Program Goal

After completing all three modules in *My Personal Brand Advantage*, you will have created a charismatic personal brand that clearly communicates your uniqueness and value. Interactive exercises and hands-on activities will help you build your unique personal brand with easy-to-follow, step-by-step templates.

Once you've built your irresistible personal brand and learned to employ *The 8 Elements of Charismatic Influence*, your leadership potential will become more apparent to others. As you work through the 3-month program, you will gain the necessary confidence, emotional intelligence and charismatic influence to attract greater opportunities wherever your career or business takes you.

<i>While completing this course, you will...</i>	<i>Build Your Brand</i>	<i>Be Your Brand</i>	<i>Promote Your Brand</i>
Build a charismatic personal brand.	x		
Improve your personal impact and charismatic influence.	x	x	x
Articulate your passion and value in a compelling and persuasive way.	x	x	x
Write a message that differentiates you from others who do what you do.	x		x
Create emotionally-connecting sound bites that convey your uniqueness and value.	x		
Identify and articulate your core competencies.	x	x	
Write a Personal Branding Statement.	x		
Express your personal values related to your profession.	x		
Communicate your best attributes and skills.	x		x
Demonstrate The Eight Elements of Charisma.		x	x
Apply sales techniques for self-promotion.		x	x
Promote your personal brand more effectively, both in person and online.			x
Increase congruence between your behavior and your message.		x	x
Develop an engaging personal profile for corporate websites and professional networks.	x		x