



LEADING BRANDS

WHERE IS YOUR PERSONAL BRAND HEADED?

Would your career, your customers and your life benefit from a good swift kick? It's up to you to take charge of your career and life, to build distinctive skills and abilities that bring value to your organisation and engagements.

You owe it to yourself, your family, your future and your employer. Personal Branding starts you down the path to a rewarding journey and building a brand aligned with your world, work and passions.

Are you
Distinct or
Extinct?

**BRAND YOU:
INSPIRED
PERFORMANCE
WORKSHOP**
23 April 2008
Sandton
Convention
Centre
08h00 - 18h30

**FREE
ASSESSMENT
& BOOKS**



FACILITATORS
JULI ANN REYNOLDS
President & CEO,
Tom Peters Company (USA)

THEBE IKALAFENG
Founder,
The Brand Leadership Group
Author, Personal Branding

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EXCLUSIVE
BOOKS

For more information, visit www.leadingbrands.biz



BRAND YOU: INSPIRED PERFORMANCE WORKSHOP

There is a paradigm shift in the workplace. Long gone are the days of cradle to grave jobs or pursuing meaningless jobs, activities and opportunities. Gone is brand internalization and ambassadorship – fire walking, rope skipping, white river rafting and the like – as we’ve come to know it. This is the age of mass individualization.

“The days of mass-produced human beings are over. In the new economy you’re on your own. You have more opportunities than ever, and you can choose what you want to do, how you want to do it, and who you want to do it with,” Guy Browning – Innervation

Leaders and companies are now realizing that to achieve their goals and connect employees emotionally to the organizations, share the same vision and enhance productivity, it is necessary to create environments where employees can fulfill their personal goals and purpose.

Brand You: Inspired Performance starts you down a path to a rewarding journey and building a personal brand aligned with your world, work and passions.

WHY ATTEND THE BRAND YOU: INSPIRED PERFORMANCE WORKSHOP?

“It is incredibly important in today’s economy for everybody to think of themselves as a BRAND,” Tom Peters

- Understand how your personal brand is perceived by your various publics
- Discover what makes you distinct
- Design a personal brand promise that contributes to your team, your organization and your customers
- Enhance your credibility and visibility for your brand
- Align your brand to your world, work and passions

HOW WILL BRAND YOU: INSPIRED PERFORMANCE BENEFIT EMPLOYERS?

“There is a tight connection between the internal state of an organization and its external service and product offerings. Brand Inside forsters Brand Outside, and raises the odds a company’s products will be scintillating and memorable,” Tom Peters

- Unleash the true potential of your workforce
 - Inspire extraordinary performance
 - Develop and retain your top talent
 - Create internal champions of transformation
 - Instill a sense of purpose and passion in your employees
 - Align the “brand inside” with the “brand outside”
- Grow and build your brand and bottom-line

WHO SHOULD ATTEND?

Everyone -from executives to professional and support staff - who wants to turn their job or profession into an inspired and profitable mission and passion.

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WORKSHOP PROGRAMME

TIME	TOPIC
8.00 – 8.45	Introduction - Brand You: Inspired Performance
8.45 – 9.00	Workshop Expectations
9.00 – 9.30	Context – Perceptual and Default Brand Audit
9.30 – 10.15	Break-Away
10.15 – 10.30	Tea
10.30 – 11.45	Clarity – Developing a Personal Brand Promise
11.45 – 12.15	Break-Away
12.15 – 13.00	Lunch
13.00 – 13.30	Competence – Skills and Experiences
13.30 – 14.30	Activating Your Brand: Cover – Identity and Image
14.30 – 15.30	Activating Your Brand: Constancy - Marketing Your Brand
15.30 – 15.45	Tea
15.45 – 16.15	Activating Your Brand: Community – Building Networks and Brand Associations
16.15 – 16.45	Activating Your Brand: Living Your Brand – Aligning your Brand with your Organization
16.45 – 17.15	Break-Away
17.15 – 17.30	Chutzpah – Confidence and Charm
17.30 – 17.45	Recap and Wrap Up
17H45 – 18H30	Drinks

WORLD CLASS EXPERTS AND FACILITATORS

JULI ANN REYNOLDS

BA. MA. is passionate about equipping leaders with insights, ideas and tools to kick-start their journey toward excellence. A global business leader with over 20 years experience in executive search, psychology and business leadership working with Global 1000 and Fortune 500 corporations in the United Kingdom and the USA, former Chairman of the Compensation Committee for Daley & Walcott, former President and CEO of The Boston Club and director of the Women's Leadership Board for the Kennedy School at Harvard University, she is CEO and President of The Tom Peters Company in Boston, Massachusetts, USA.



THEBE IKALAFENG

BSc. MBA. CM (SA) has been recognised as one of the country's top 10 thinkers in marketing in a survey by Markinor (State of Marketing Survey, 2006) and dubbed "Mr. Brand" by the Mail & Guardian. A multi-award winning marketer, sought after speaker and advisor, he is the founder of The Brand Leadership Group and a non-executive director of Mercantile Bank Holdings and Foodcorp Holdings, and a member of Durban University of Technology council, Vega School of Brand Communications advisory committee, and the Sunday Times Marketing Excellence council. A widely recognized marketing and branding authority, commentator and prolific author, his latest book is "Personal Branding."



ABOUT LEADING BRANDS

Leading Brands is a pioneering employee and employer branding consultancy focused on finding and developing talent, and inspiring individual and leadership performance. Leading Brands is associated with the Tom Peters Company (USA) and Belbin Associates (UK).

Leading Brands www.leadingbrands.biz is a division of multi-disciplinary brand consultancy, The Brand Leadership Group www.brand-leadership.com dedicated to helping clients understand, build, manage, measure, and protect brands, an organization's most important asset and key driver of business performance and value.

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BRAND YOU: INSPIRED PERFORMANCE REGISTRATION

FOR REGISTRATION:

Phone : +27 (0) 11 463 5091
 Fax : +27 (0) 11 706 1654
 Online : www.leadingbrands.biz
 Email : info@leadingbrands.biz
 Post : Leading Brands
 Private Bag X31
 Bryanston 2021

VENUE

Sandton Convention Centre
 Maude Street, Sandown, South Africa
 Tel: +27 (0) 11 779 0000

COST PER DELEGATE

R3,500 excl VAT. Group bookings of 3 or more qualify for a 10% discount.
 A R200 surcharge is applicable for Halaal or Kosher meals.

DELEGATE(S) DETAILS Complete this form or go to www.leadingbrands.biz

- Full Name (Prof/Dr/Mr/Mrs/Ms): _____
 Job Title: _____
 Email: _____
 Company: _____
- Full Name (Prof/Dr/Mr/Mrs/Ms): _____
 Job Title: _____
 Email: _____
 Company: _____
- Full Name (Prof/Dr/Mr/Mrs/Ms): _____
 Job Title: _____
 Email: _____
 Company: _____

APPROVING MANAGER:

Full Name (Prof/Dr/Mr/Mrs/Ms): _____
 Job Title: _____
 Email: _____
 Company: _____

SPECIAL DIETARY REQUIREMENTS:

None Vegetarian Halaal Kosher

METHOD OF PAYMENT

- Bank Transfer
- Cheque for the account of Leading Brands
 Made payable to Leading Brands and send by registered mail with your registration form to Leading Brands

BANKING DETAILS

Account Name: Leading Brands
 Bank: Standard Bank
 Branch: Sandton City
 Branch Code: 018105
 Account Number: 420906282

TERMS AND CONDITIONS

This form constitutes a legal and enforceable contract between the delegate or delegate organization and Leading Brands. The full fee is payable not less than 7 days prior to the event or within 21 days of the invoice date, whichever is the earlier. Registration for and admission to the event is only confirmed on the receipt of payment. A 50% refund will be granted for cancellations or transfers received in writing not less than 14 days prior to the event. The full fee is payable for cancellations or transfers received within 14 days of the event. Substitute delegates are welcome provided Leading Brands is informed in writing, no less than 48 hrs prior to the event. Leading Brands reserves the right to amend the programme without notice and/or to postpone and/or cancel the event. In cases of postponement or cancellation, full refunds will be given.

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