

TIMES+

Select Tickets Below

Developing your personal brand & building your influence

FRIDAY, 9 JUL 2021, 10:00 - 12:30

United Kingdom

Online (<https://www.google.com/maps/search/?api=1&query=Online>)

Join business leader, author and advisor Allyson Stewart-Allen for a highly interactive masterclass to identify your skills and personal qualities to build better interpersonal and business relationships.

We've joined forces with Allyson Stewart -Allen, CEO of International Marketing Partners to create a highly interactive online programme to help develop your personal brand in order to build trust and be more successful in how you influence, communicate and negotiate in social or organisational contexts.

This two hour workshop is a must for anyone who would like to be more in charge of their personal brand to better inspire and influence within their organisation or professional network. Allyson has delivered award-winning leadership programmes across the world, and has created this masterclass to inspire and educate at whatever stage of your career you are at.

The online workshop will be a mix of taught content, individual activities and small group work. Participants will apply a variety of learning methods and materials while exploring first-hand, real-life examples of business situations to clarify the concepts presented. The workshop is designed to be engaging, experiential, confidential and effective, and participants will finish the course with an understanding of:

The ways to build more trust from personal and/or professional networks

Strategies to be more successful in how you influence, communicate and negotiate

How your personal and/or leadership brand can be reflected more consistently and intentionally

A brand story that can be told in social and/or business contexts which reveals your values, makes you more relatable and builds your intended brand perceptions

About your tutor

Allyson Stewart-Allen is a renowned advisor, author, speaker and educator whose expertise in brand internationalisation is sought by leading businesses globally through her consultancy, publications, appearances and corporate education. She started her career with blue-chip consulting firms PwC, PA Consulting Group and Hay Management Consultants, and now advises boards of directors and corporate leaders as CEO of the consultancy she founded, International Marketing Partners. Originally from Los Angeles, Allyson has been London-based since 1988, a UK/US dual-national and creator of Evening of Fascinating Women, a high-profile networking event for women leaders.

Numbers are limited for this course, which will be taught via Zoom. Participants will be required to have their microphones and cameras on during the session.