

Building Your Personal Leadership Brand

Course Numbers

AIA Course #: HAW592

Practice Management

IDCEC Course #: CC-107214

Subject Code: 8. Business & Professional Practice/8. Oral Communication Skills

Course Description

Navigating communication needs in the workplace requires time, experience, and a willingness to learn. In a work-from-anywhere environment, communication is even more important. Learn how your personal leadership brand is defined by the way you communicate your individual strengths—and the value you bring to a team and organization.

This 1-hour course focuses on the wide scope of personal interactions required to maintain a professional relationship with clients, prospects, and colleagues.

Learning Objectives

- Explore what it means to make a first impression.
- Define and identify steps to develop your personal leadership brand.
- Investigate how to use communication to your advantage with clients, prospects, and colleagues.
- Discover how to maximize your network and lead effective meetings.

Course Outline

1. Defining and developing a personal leadership brand
2. First impressions and lasting connections
3. Leveraging communication and social media
4. Authenticity and leadership
5. Discussion with Q&A