



## Developing a Personal Brand Executive Package

### The Personal Brand Package has 2 Key Components

1. **Diagnostic Module**
2. **5 Coaching Conversations around Personal Brand and 'Message'**

### What is the Diagnostic Module?

It is a succinct intervention which is designed to form the start of a personal development initiative that focuses achieving an articulated personal brand that is firmly anchored in authenticity, 'being real.' It is short and reasonable in price. It gives a client an introduction to his/her strengths, capabilities, instinctive talent and authentic self, together with an opportunity to consider and select the personal issues on which to work to achieve the best. It has been used successfully for hundreds of individuals and starts from an evidenced baseline of self awareness, promoting effectiveness and success.

### How does the Diagnostic Module work?

I One-to-one confidential client-coach telephone conversation to discuss overall personal objectives and agenda. Review the Diagnostic Module and agree what to expect and how to approach the personal assessments that follow. **(40 minutes)**

II Client completes two self-exploration & personal development assessments online, one of which is a measure of Emotional Intelligence, the other a measure of the 'authentic' self. **(45-60 minutes)** Client may also complete a personal learning styles inventory if appropriate.

III A one-to-one confidential in-person client-coach meeting to review the results of these assessments, provide feedback, agree general expectations plus a way forward. This will include an action plan for the next 5 sessions. **(120 minutes)**

### What are the outcomes and benefits?

1. Increased self-awareness, gained in a confidential and enjoyable environment, expressed as a user-friendly, practical action plan.
2. A tangible, evidence-based starting point for personal learning & development and personal brand definition.
3. Ownership of a personalized action plan.
4. A personal value proposition statement.
5. Clarity around how best to present yourself from 3 perspectives:
  - *Business Leader; Professional Offer; Personal Message* –
  - (a personal styling option – *from hair to wardrobe to colour preferences* – is available; language & personal idiom plus the design of an executive profile are integral to the package.)



## **Developing a Personal Brand**

### Executive Package

#### **What are the Coaching Conversations?**

Coaching Conversations are a series of 5 confidential coaching sessions for 120 minutes each carried out over a period of no more than 10 weeks. During these sessions the focus is the individual action plan agreed as the result of the **Diagnostic Module** - contextualised to a personalised brand.

Appropriate email and telephone support is available to the client throughout the process.

#### **Fees**

The **Personal Brand Executive Coaching Package** is charged at an all-inclusive fee. The latter will vary according to the options selected by the client, the location of the coaching and any travel involved. The package includes the option of a personalised colour-coded profile with in-depth script, personal style guidance; an evidence-based personal preference profile, an executive profile, a conversation manual, plus appropriate reference materials, are integral to the package.

#### **For further information**

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or call Andrea Charman on 44 207 736 7878