

Based in UK, Spain and Middle East, SCT unleashes your potential for smarter results. Biographies of all our trainers their experience, locations and languages and so much more can be found on the website: [www.smartcoachingtraining.com](http://www.smartcoachingtraining.com).



KHDA/Actvet Certified

## How to build an effective personal brand using C-me Profiling

### Become who you want to be – then promote it. Find out how

Smart Coaching & Training is offering this two day public course delivered by SCT's experienced trainers. Can be delivered in person or remotely.



*Part of my personal brand – though I cannot actually ride it! Abu Dhabi - by David Rigby*

Everyone has a personal brand whether they like it or not. So why not have the best personal brand you can have? A personal brand which reflects the truth and your integrity? That integrity comes from understanding who you are, both how you think of yourself and how others think of you, and modifying your very being to identify how you want to be, and how you want mutual communication to be and making that happen. A truly Personal Brand which can be managed on social media to get the results you want.

Behavioural Profiling is an internationally recognised tool and approach to understanding self and how you relate to others, providing interpretation and guidance about how you are, your good points and ways of improving. When you have become who you want to be then you can promote on Social Media. An additional part of this training covers the use of LinkedIn

#### You will learn to

- ✓ Know what a personal brand is; how to use yours to create competitive advantage
- ✓ Understand why communication can be challenging, discover strategies to overcome it
- ✓ Understand the impression you want to give, and to whom – then give it
- ✓ Determine the kind of person you want to be – and learn how to become that person
- ✓ Create a personal development plan using Emotional Intelligence, NLP and mindfulness
- ✓ Developing your personal brand using EI and Behavioural Profiling.
- ✓ Build an authentic personal brand, profile and prepare to implement it on Social Media
- ✓ Emotional Intelligence: impression management, intentional change, the new you
- ✓ Mindfulness: multitasking and etiquette
- ✓ NLP: develop your personal brand and emotional intelligence vision.

This course is available in two parts: The second part– learning how to put you and your brand onto LinkedIn and market yourself - is only available as an add on.

#### You will learn about LinkedIn in Part Two (one additional day)

- ✓ Uploading into LinkedIn and developing the Skill to use LinkedIn.
- ✓ Have the understanding, skills and practical experience in the core areas of LinkedIn.
- ✓ Create your LinkedIn personal brand: content curation, groups, productivity, updates
- ✓ LinkedIn: how to add and access information, find and connect with the right people
- ✓



- ✓ Each delegate will receive report on Behaviours

### Your Trainers



Randa Shanableh is a bilingual IT and Soft Skills trainer and coach. a founder of Focus

David Rigby has over 30 years' experience of management consulting, training and coaching.

*My compliments to the trainer for his ability to deal with the challenges of a multi-cultural class. Ammroc Abu Dhabi*

*I am very lucky to have met such a brilliant woman, Randa was one of the most efficient and capable trainer and coach to handle such projects. Jordan*

*David is a very effective educator, coach and speaker. His delivery is very engaging, and he presents in a way that everyone could understand. Abu Dhabi University*

*My staff qualities have been finely polished at the hands of Ms Randa Shanableh, a great craftswoman, dedicated coach, passionate, evolutionist and creative' London*

*It's great to feel your energy and to know the myriad talents you use to develop people. Inspiring!! Coach Barcelona*

*Very good course, very good facilitator. Congrat Mr David. Kuala Lumpur Electric*

*You had the best delegate engagement of all the presenters. ADNOC Abu Dhabi at Kuwait Change Management Conference*

*David ran International Certification in Advanced Leadership Skills leveraging a unique interpersonal style that made fun learning. Braincraft Ghana*

*David triggered the giant inside me. Qnet Kuwait*

*You can learn from him just by listening to him speaking. Rolaco Jeddah KSA*

*Delivery was fantastic/ delivery was exceptional. Leoron Delegates Dubai*

*It was very enlightening to understand myself more as a professional and understand my team better to support and enhance their skills. Al Tayer Dubai*

**Smart Coaching & Training Ltd**

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