

AUTHENTIC PERSONAL BRANDING

Make the right impact while 'Being more of your self'

In their McKinsey Award winning HBR article 'Why Should anyone be led by you?', Robert Gafe and Gareth Jones advise: 'Be yourself— more— with skills.'

- **Are you communicating your full potential to your audience?**

"Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability." ~ Jason Hartman

Do you have clarity on your self image as well as how others perceive you? Is there anything you would like to improve in this communication? Are you able to leverage all your unique talents to their true power? Every time that a person meets you, hears of you, or visits your online profiles, they are forming an impression of you. This perception determines the way in which they relate to you and the extent to which you are able to enroll, influence or motivate them. All effective leaders focus on this critical aspect.

Are you paying due attention to the content and presentation of your brand?

- **What is Authentic Personal Branding?**

"A brand's strength is built upon its determination to promote its own distinctive values and mission." ~ Professor Jean-Noel Kapferer

Just as world renowned brands have their unique characteristics that speak to people through their branding, Authentic Personal Branding (APB) is the conscious, consistent and clear representation of your authentic self. It reflects your values and abilities, conveying who you truly are and what unique difference you make. Your APB unambiguously communicates what you stand for, giving a consistent and reliable picture that others can trust.

- **Why is this process important to you?**

"Your brand is a gateway to your true work. You know you are here to do something - to create something or help others in some way. The question is, how can you set up your life and work so that you can do it? The answer lies in your brand. When you create a compelling brand you attract people who want the promise of your brand - which you deliver." ~ Dave Buck

As people, we all have a personal brand. You are a brand ambassador of your firm, as well as the personal values and vision you hold.

In the corporate sector, your branding plays an important role in your day to day dealing with your subordinates, peers, superiors, stakeholders and customers. In the social, education and health sectors, your branding influences how much people trust and support your work.

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What do people feel when you walk into the room? And what do you *intend* them to feel? Successful personal branding makes the answers to these two questions coincide - your key audiences think about you the way you want them to think. Every time a thought leader communicates it is an opportunity to change perceptions, create strong images, drive to action, persuade, inform, initiate, and bring closure.

APB enables you to identify, live and present your identity with its full strength. Successful leaders are both deeply steeped in their own personal identities and deeply flexible toward their key audiences.

APB enables inspired leadership which is both integrous (true to themselves) and influential (powerful with others).

- **Who should attend this program?**

"Even individuals need to develop a brand for themselves Whatever your area of expertise, you can take steps to make people think of YOU when they think of your field." ~ Accelepoint Webzine

Anyone who operates from a position of leadership, responsibility and influence or is a harbinger of change would substantially benefit. For example: Top management executives, small business owners, NGO, educational and social sector leaders, professionals such as doctors, healers, trainers, facilitators, coaches, teachers, professors, etc...

- **What will be the key takeaways?**

"A great brand taps into emotions. Emotions drive most, if not all, of our decisions. A brand reaches out with a powerful connecting experience."
Scott Bedbury (Nike, Starbucks)

You will have clarity on:

- Your true self-image, values and vision
- Understanding of your fears and limitations & how to deal with these
- Your emergent Authentic Personal Branding
- A road map forward to align existing image with this articulated APB
- Practices to live and communicate your APB

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About the Program:

Methodology:

Exercises used will be selected and customized as per group needs. These may include any and several of the following:

- Self Discovery Processes
- Goal setting and visualization
- Creative processes
- Mindfulness Exercises including simple meditation techniques
- Methods and tools for Unblocking limitations and enhancing strengths (physical, psychological, energy based processes)
- Role Play, Psychodrama
- Appreciative Inquiry
- Communicating across levels of being and various mediums

Venue: Pune, India

Date: Residential program: 14th June (morning) to 17th June 2010 (afternoon)

Cost: Rs. 25,000/- + Service Tax (Per participant)
Inclusive of accommodation, meals and course materials.
NGOs and individuals can apply for scholarships

Payment in favour of 'Avyudaya Centre for Transformation'

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About the Facilitators:

Papiya Banerjee is responsible for the Relume activity in India and is based in Pune and Mumbai.

Prior to joining Relume, Papiya had eleven years experience of leadership positions in global organizations. Her last assignment was as an HR Director for Organizational Transformation at Aviva Asia Pacific, Singapore. Before this she worked in India for Aviva Global Services, ICICI Prudential Life Insurance Company and HCL Technologies.

Papiya has in depth experience of successfully managing the cultural transitions and systems integrations that result from corporate mergers and acquisitions. Her deep understanding of business strategy allows her to design solutions that contribute to the organizational bottom line.

Papiya is passionate about individual transformation as a form of leadership development. She has done intensive personal research in the area of authentic and integral leadership and created a range of interventions from this work.

Papiya's training and personal development has taken her to various parts of the world to learn from the masters –Eugene Gendelin: Focusing [USA], Dr. Don Beck : Spiral Dynamics [USA], Kenwyn Smith: Conflict Resolution [CEDEP, France]; Authentic Leadership in Action [Canada]; Professional Development [Indian Society of Applied Behavioural Science, India] etc.

Papiya is the founder member of the Avyudaya Centre for Transformation. She is the creator of the annual Avyudaya Festival of Learning, which brings together different methods of learning, teaching and inquiry taught by some of India's finest gurus, philosophers and teachers.

Papiya loves exploring the world, watching movies and chatting with friends and family. She is passionate about Indian social transformation projects that impact grass root level change and is associated with NGOs.

Website: www.avyudaya.com.

Sangeeta Bhagwat facilitates Inner Work and Transformation in groups and individuals, playing the role of a Facilitator, Holistic Healer, Life Coach or Author, as per the need of the moment.

She has been facilitating workshops to empower people to de-stress, overcome limiting beliefs, heal emotional and physical issues, improve relationships, actualize their fullest potential and improve communication and rapport within organizations since late 2004. The groups have ranged from 5 to about 500 in numbers.

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Sangeeta has conducted customized programs for multinational corporations' top management, social organizations and educational institutions, including the top management from Atlas Copco, India, Taj Palace, Mumbai, Hoganas India, etc... She has also conducted workshops for NGOs and social groups such as Bhumi, Madhavi Kapur Foundation, WIN (Pune), Womens Group from New India Assurance, teaching staff of several educational institutions, and many more. Monthly open workshops are held at 'The Urban Ashram', Pune, since August 2009.

She has been providing one-on-one life coaching and healing for hundreds of people since 2001, using various modalities, tools and processes. Over the years, she has come to specialize in helping community and thought leaders in their personal journeys of growth and success.

Sangeeta has authored four books on healing and self empowerment subjects, including 'Emotional Freedom Techniques', published by Wisdom Tree, Delhi.

She has intensely studied and practiced many spiritual, healing and empowering tools and techniques and is equipped to draw upon many processes as per the need of the individual.

Website: www.serenereflection.com

What people have to say after our workshops:

Pradeep Sharma, Zonal Manager, Birla Sunlife Mutual Fund: 'Papiya has Amazing high impact on the learning... She changed the mindset and encouraged us to introspect. She has unique way of challenging the regular patterns and handling the realization with utmost love and care. She could see through my struggles and challenges, and was there to handhold and walk with me. I am going back with changed way of looking at things and dealing with my relationship with people. I have discovered a new style for my own leadership.'

Archana Chaurasia, Learning Manager IDBI Fortis: 'Papiya has a tremendous and everlasting impact... her genuineness, knowledge and empathy is truly inspirational and remarkable. She changed my complete perspective of looking at things.'

Ajay Kalra, Trainer and Facilitator: 'Papiya opened new doors for me and I can say possibilities unfolding are numerous. Holistic body sensing for me was breakthrough experience. I was able to get unstuck on some of the long pending issues in life. When you experience the it in your body it stays with you so only when you are able to feel the freedom and release in the body in true sense you have moved on.'

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Geeta Singh, Head of Business Partnering Aviva Global Services: 'Papiya has this unique ability to see through the situation and understand you. She confronts and challenges your belief and habitual patterns in a very loving and caring manner. She has helped me change my way of being and the complete perspective.'

Steven Turpie, Ex CEO Aviva Global Services: 'Thank you so much for the Workshop, I have had very positive feedback from everyone, without exception. This is a great start and I am excited by the next step possibilities.....I always knew you would do a wonderful job and the value that you bring because of your business experience is fantastic.'

Arun Wakhlu, Chairperson, Pragati Leadership Institute : 'Sangeeta is one of the most versatile facilitators and healers I have ever met. She has mastered a great array of transformational and healing processes. She deploys these processes based on a deeply intuitive sensing of the client in the moment, relying on her inner guidance. Being in touch with the Source, this guidance is almost always "on spot". Sangeeta has had some remarkable successes with her healing work. She is very committed to her own unfoldment as a human being and also as a healer. Her appetite for learning, sharing and writing is high. As a friend and co-facilitator, I have found Sangeeta to be sensitive, agile and effective. It is a joy working with her. Besides making her a good healer, her integrity, compassion, playfulness and intuition also make her a gifted writer. Sangeeta's work is a blessing to all of us. From the core of Awareness, I wish her a joyful spreading of her love and light to all on earth.'

Kishore Sadhwani, General Manager, Atlas Copco: 'Very much appreciated. Learnings. I definitely will take with me & practice. Very simple in the presentation & effective. Thank you very much.'

Kamla Idgunji, Principal, Saplings: 'Sangeeta, thank you so much for being an inspiration not only to me but to my extended family 'Sapling' too! God bless you and the good work you are doing.'

Captain Smita: 'Enlightening..unravelling..peaceful exploratory..knowing about oneself!! Really really serene. I am feeling at the end of the workshop. Great feeling.'

'Management Executive: 'I would like to say thank you... because of your session we realized our self, our strength, own power and self esteem.'